

Laurie Honda

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Experience:

Independent Business & Marketing Consultant (SMB)

Aug. 2015 – Present

Multiple Clients (Bend, OR)

- I am a small-to-medium size (SMB) business and marketing consultant, partnering with multiple Bend, OR-based businesses across the educational, health, and retail sectors providing:
 - Comprehensive market analyses to best inform their strategic decision-making;
 - Strategic planning for both short- and long-term business initiatives;
 - Comprehensive rebranding, to include developing new websites; modernizing social media platforms; developing ads across multiple platforms; and more.

Marketing & Business Development Director

July 2015 – Jan. 2017

College Excel (Bend, OR)

- I created this brand new role at CE, for which I was responsible for all internal and external marketing and business development initiatives, including:
 - Completion of comprehensive market analysis reports employing both primary and secondary data collection and analysis
 - Development a 2017 marketing plan, including a mixture of traditional and digital advertising initiatives and various PR tactics
 - Development of a new, modern website: www.collegeexcel.com
 - Completion of a multi-platform strategic social media overhaul, to better cultivate relationships with key stakeholders on Facebook, Twitter, LinkedIn, and Instagram
 - Development of a multi-channel prospecting list to expand CE's referral base and cultivation of a strong relationship with OSU-Cascades

Assistant Professor: University of Oregon

Sept. 2013 – June 2016

School of Journalism and Communication (Eugene, OR)

- Conducted award-winning research about reaching niche audiences through advertising and PR channels
 - Published more than 20 peer-reviewed journal articles, book chapters, and trade news articles

- Served on the editorial board and as a reviewer for multiple peer-reviewed academic journals and sought out by national publications to comment on my research, most recently *The Atlantic*
- Taught an array of courses in strategic planning, social media, marketing, advertising, PR, and media studies

Lecturer/Doctoral Student: University of North Carolina

Aug. 2009 – Aug. 2013

School of Media and Journalism (Chapel Hill, NC)

- Awarded Roy H. Park and UNC Dissertation Completion Fellowships, totaling more than \$150,000 to fully fund my doctoral studies
- Taught undergraduate and graduate courses in marketing, advertising, and public relations at two different universities

Research Manager: J.D. Power & Associates

Dec. 2005 – Aug. 2009

Web Intelligence Research Division (Boulder, CO)

- Account Manager of WIReD's exclusive CNN partnership
 - Developed research reports about trending topics of social media discussion that were published weekly on CNN.com's homepage
- Analyzed consumers' social media behaviors and produced detailed qualitative market research analyses for both Fortune 500 and nonprofit clients

Community Relations Associate

May 2004 – Aug. 2004

Jamestown 2007 (Williamsburg, VA)

- Assisted in cultivation of relationships with more than 30 diverse Virginia communities that participated in the Jamestown settlement's 400th anniversary (jamestown2007.org)

Education:

Ph.D., Mass Communication

- University of North Carolina at Chapel Hill

M.A., Advertising

- University of Texas at Austin

B.S., Business Administration

- University of Mary Washington (Fredericksburg, VA)