

LORI SCHWEBEL

Business Promoter | Brand Expert | Digital Marketer | Trainer
laschwebel@me.com | +1.206.948.7804 | NEW YORK | [linkedin.com/in/lorischwebel](https://www.linkedin.com/in/lorischwebel)

OBJECTIVE

Collaborates with leaders to clarify and translate their visions into insightful, measurable, actionable business and marketing initiatives.

EXPERTISEPROFILE

To achieve key objectives, she adapts products, implements innovative marketing approaches, and executes training programs that enhance sales and engagement while satisfying corporate marketing/brand guidelines and meeting regulatory, compliance, security, and privacy requirements.

Whether creating a brand for a new business, introducing business development technology, or writing content for websites, newsletters, blogs, and advertising campaigns, she is dedicated to helping organizations thrive. Implementing change in dynamic environments is her sweet spot.

Technical & Creative Skills:

Brand Strategy, Storytelling, Market Research, Competitive Analysis,, Data Analytics, Marketing Automation & Database Marketing (CMS/CRM/CXM), Customer Segmentation, Product Marketing, Process Improvement, Copy-editing, Training

Tools:

Hootsuite, Social media advertising (Google, Facebook, Instagram, Twitter), Salesforce, Mailchimp, HubSpot, Marketo, Venngage, Wix, Wordpress, Investran, Documentum, Bloomberg, Morningstar, G-Suite, MS Office 365 including PowerPoint, SharePoint, and Excel.

CAREERHIGHLIGHTS

Lori is a highly versatile business partner specializing in initiatives that deliver growth. She focuses on product launch, market expansion, and engagement events that enable organizations to level up:

- As the head of marketing and operations, she supported the CEO, Managing Director, and Sales leader, to propel the firm into the Top 20 by driving 3x sales in a highly regulated field.
- At a billionaire-led 100 year old institution, Lori joined forces with the President and executive leaders to launch a subsidiary and product portfolio to capitalize on a new market opportunity.
- She exceeded the President's objective by nearly doubling key stakeholder engagement at a major event for a \$15M charitable organization.

TRAININGPROFILE

Trainer of frontline workers, backoffice personnel, and industry professionals.

Webinar Co-Host:

Finding Target Your Audience Using AI and the Power of Social Media (May 2020)

EDUCATION

University of Minnesota, Carlson School of Management - Minneapolis, MN
Bachelors of Science in Business Administration with Marketing Emphasis

SKILLS SUMMARY

AREAS	INDUSTRY	AUDIENCES	PROGRAMS
GROWTH STRATEGY, BRAND AWARENESS, LEAD GENERATION	Financial Services, Real Estate, Professional Services, Non-Profit	B2C, B2B, E-COMMERCE, BUYER PERSONAS	Branding/rebranding, Content marketing, CRM/CXM, Digital marketing, Marketing & sales funnels, ABM, Website optimization, PR, Social media, Community building, Advertising, SEO, Events and sponsorships

BUSINESS EXPERIENCE

AcornOak Agency 2019 to present

Cooperative community of future-focused, socially responsible women helping organizations and leaders build remarkable brands and seize opportunities for growth. (New York, NY)

Co-Founder and Strategic Project Manager

Accomplishments:

Collaborate with start-ups and SMB leaders in a variety of industries to develop and implement go-to-market strategies and marketing plans that maximize customer engagement while aligning with goals of the organization, including brand architecture & positioning, market intelligence & segmentation, marketing & sales funnels, digital marketing, social media, PR, and events.

PGIM Real Estate 2017 to 2018

Real estate investment business of Prudential Financial, Inc. (New York, NY)

Consultant - Global Business Development & Client Services

Accomplishments:

Represented Business Development on design/launch team for new Salesforce CRM platform. Delivered mission-critical projects to boost service efficiency and allow for an actively driven sales process: restructured and streamlined account data to support complex institutional client relationship management, ensured data integrity and planned migration from legacy systems, refined industry segmentation, and integrated third-party market intelligence.

Centennial Mortgage 2014 to 2015

HUD-approved Multifamily and Health Care facility lender. (Seattle, WA)

VP of Operations and Marketing

Accomplishments:

Optimized operational efficiency and effectiveness to enable major business expansion as firm size grew 55% and 4 office locations were added. Helped double the number of loans

and triple the loan dollar total from prior year through marketing initiatives, technology solutions, and standardized work processes.

Riggs Investment Corp 1999 to 2002

Newly established broker-dealer subsidiary of Riggs Bank (Washington, DC)

Director - Investments Marketing and Product Management

Accomplishments:

Member of the core leadership team that launched a broker-dealer subsidiary; directed all aspects of product development and marketing: designed go-to-market strategies and roadmaps for new products and services, monitored KPIs for a host of external partners and vendors, created sales collateral and premiums, trained brokers and operations personnel.

Riggs Bank 1995 to 1999

Premier regional bank focused on Trust, Private Banking & Investments. (Washington, DC)

AVP - Mutual Fund Product Manager

Accomplishments:

Improved branding and raised awareness to stimulate institutional and retail sales of a \$550M - \$1B proprietary mutual fund product line.

Southern Pacific Railroad 1993 to 1995

Class 1 railroad merged with Union Pacific. (Denver, CO)

Market Manager - Metals Group

KeyCorp 1990 to 1992

National bank holding company. (Seattle, WA)

Sales Consultant - Cash Management

Assistant Product Manager - Card Products

Group Market Research Analyst - Western Region

VOLUNTEERINGPROBONO

Financial Women's Association (FWA) 2015 to Present

Marketing Committee, Back2Business Program, Annual Summit Committee,
Financial Literacy Trainer

Notre Dame School of Manhattan 2017 to Present

Annual Benefit Core Committee, 2020 Chez Nous **Parent Award** Recipient

Regis High School 2018 to Present

Auction Treasurer, Fall Liturgy & Dance Co-Chair

TESTIMONIALSREFERENCES

“Lori was open and willing to take on a start up brand and team to really set the stage for their digital launch strategy. She brought order and collaboration to a group of friends and brand supporters and in the end we came away with a thoughtful and executable foundation in the way we will look to define our brand, launch our story and spend

our digital dollars.” **Nina Boone CEO, Luxury Consumer Product**

“Lori has a wide knowledge of online tools and metrics, a highly developed grasp of the elements and process of creating a sales funnel.” **Bill Anderson, CEO, Art Security**

Manufacturer