

# Barbara Ludwig

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Highly organized marketing and public relations professional **seeks marketing coordinator position**. Deadline-oriented, with demonstrated expertise managing multiple media and promotional projects. Outstanding communications and networking skills.

## Strengths

- \* Familiarity with graphic design principals
  - \* Fundraising and donor correspondence
  - \* Logistical and administrative support
  - \* Website and social media management
  - \* High computer and technical acumen
  - \* Marketing and public relations
  - \* Community outreach/event planning
  - \* Recruitment of speakers
  - \* Marketing material creation/dissemination
  - \* Public speaking and program presentations
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## Professional Experience

2014-Present, Shone Farm, **Marketing Director/Club COORD** Santa Rosa, CA  
*Promotes SRJC winery and farm, manages its wine club, and supports its sustainability efforts*

- Coordinates events and creates/disseminates marketing materials
- Educates public on farm's strategies for training students in sustainable farming
- Revised farm's brochure to highlight its growth and new tasting room
- Processes wine and farm goods purchases to ensure accurate reconciliation
- Creates press releases and other marketing materials to enhance farm revenue

### Key Achievements

- ✓ Coordinated annual fall festival and facilitated pre-event meetings, resulting in successful event that won praise from administrators and wine club members
- ✓ Launched seasonal tasting room and created promotions that garner new members

2014-Present, Leadership Institute, **Development/Communication COORD** Santa Rosa, CA  
*Coordinates communications and development for public charity devoted to inspiring, educating and connecting leaders wishing to create sustainable communities*

- Corresponds with donors and maintains donor database to enhance support of institute
- Works with executive director to create/strategize fundraising and email campaigns
- Edits newsletter and provides direction to public relations department on content
- Enlists corporate sponsors and schedules speakers to ensure successful fundraisers
- Gives donor meeting presentations to apprise attendees of fundraising activities
- Manages social media and oversees social media volunteers to generate more postings
- Liaises between vendors and executive director to procure favorable pricing

### Key Achievements

- ✓ Represented institute at state-wide climate adaptation summit, resulting in heightened credibility that led to creation of nation's first county-based climate adaptation conference
- ✓ Completed 10-month sustainability program, furthering sustainability issue expertise
- ✓ Developed database training manual to be used in training staff on database management
- ✓ Established e-mail campaign that resulted in significant uptick in donations

2013, Thomas Flynn and Associates, **Administrative Assistant** Larkspur, CA  
*Conducted research to identify energy-efficient programs for environmental management firm*  
Key Achievement

- ✓ Positioned client with materials necessary to procure new development permit after original had expired through exhaustive research and reaching out to municipal officials

2012-2013, View Craft, **Resource Efficiency Specialist** Graton, CA  
*Recruited winery representatives to participate in sustainability workshops co-sponsored by View Craft, the California Sustainable Winegrowers' Alliance, and the Wine Institute*

- Gave speeches and hosted workshops and tours to raise awareness of sustainability

Key Achievement

- ✓ Customized educational resource materials for different wine industry segments that enabled them to rapidly implement sustainability practices

2010-2011, **Independent Communications Consultant** Santa Rosa, CA  
*Performed project-based consulting and wrote grants to enhance community engagement and raise funds for various non-profit Bay Area clients*

Key Achievement

- ✓ Created multi-media archive that documented history of *Fabled Asp* activists to aid their fundraising drives

2005-2009, Kehilla Synagogue, **Program Coordinator/Facilities Manager** Piedmont, CA  
*Managed facility operations and coordinated programs for East Bay Synagogue*

- Forged and maintained collaborative relationships with leaders of partner organizations and oversaw volunteer recruitment and the training of 30 employees

Key Achievement

- ✓ Ensured timely relocation of Synagogue from rented facility to new property by conducting careful oversight of vendors, renovation team and volunteers

2000-2005, National Equity Project (formerly BAC), **Program Associate** Oakland, CA  
*Managed adult education workshops and conferences for Oakland branch of national agency working to raise academic achievement for minority students*

- Worked with teachers and administrators of area schools to raise awareness of educational disparity and help them close achievement gap in their schools
- Wrote grants for area schools to help them fund academic improvement programs

Key Achievement

- ✓ Implemented new administrative and organizational systems that resulted in Oakland branch of agency tripling in size

### **Education, Training and Professional Affiliations**

- M.A. in Architecture and Urban Planning, University of California, Los Angeles
- B.A. in Humanities (Human Development), University of California, Berkeley
- Board Member, Passive House California: Today's Highest Energy Standard
- Wine Business and Marketing Certificate Program, Santa Rosa Junior College
- Internship at Vinify Wine Services in Santa Rosa During 2012 Crush
- Sustainable Practices Certificate, Dominican University School of Business & Leadership
- Winery Energy Efficiency Workshop, California Sustainable Winegrowing Alliance
- Quest Development Workshop: Promoting Place-Based Watershed Education
- Member of Sustainability Consortium of Sonoma County