

MARCI DIEHL

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PROFESSIONAL EXPERIENCE

1974 – Present **DOUBLEVISION CREATIVE**, Canandaigua, New York
Principal

Provided creative consulting services and project management to organizations and small businesses, as well as local, regional and national publications, working with owners, senior executives, editors and decision makers in these areas:

- **Creative:** Advertising concepts, brand development, copy writing, creative direction for print, radio and television, digital video, Web sites, direct mail, collateral and POS material.
- **Writing:** Feature articles, profiles, essays, and humor for local, regional and national publications, including *UPSTATE Magazine, Golf Digest, Golf Magazine, Success, Jacksonville Today* and *Messenger Post Newspapers*; newsletters; speech writing; script writing; editing.
- **Media Relations:** Developing brand identity through relationship-building in print and broadcast, plus Internet; media kits, press releases, news conferences, media list development & maintenance; media research; editorial placement, consumer and trade publications.
- **Training, workshops and keynotes:** Subjects include telephone skills, motivational, humor, entrepreneurial, and communication skills. Emcee for Canandaigua Athena Awards.

May 1994 – June 1996 **MANPOWER, INC.**, Rochester, New York
Corporate Advertising and Public Relations Specialist

- Created and managed corporate branding campaign through advertising, community relations, presentations and speaking events, event marketing and development of a company newsletter.
- Created concepts; wrote and developed weekly print display advertising. Analyzed advertising strategy. Placed advertising for five branch offices.
- Presentations on employment skills, industry trends, and company information to community groups and educational systems throughout the Rochester area.

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AWARDS

ATHENA AWARD Recipient, 2004, Canandaigua, New York

BUSINESS AND PROFESSIONAL WOMEN'S CLUBS / NYS

Winner, *New Careerist* 1997 – Speechwriting/ Professional Development competition.

**PROFESSIONAL
DEVELOPMENT**

- President, Board of Directors, July 2004- February 2005, *Canandaigua Lake Chamber Music Festival*
- President, 2000- 2002, *Canandaigua Business and Professional Women*; Vice President for Programs 1998-1999; Member 1996 to 2004.
- 1999 Professional Development Conference Chair & Board member, *Association for Women in Communications/Rochester*
- *Canandaigua Chamber of Commerce*, Marketing Committee, 1997 to 2000
- National Conference on Humor and Creativity, Saratoga Springs, 1997, 1999
- Writers & Books Summer Workshop 1999
- Nazareth College Writer's Workshop 1992, 1993
- Writer's Group in Fiction 1981-84, 1994-96
- University of Rochester Writer's Workshop 1981
- Writers & Books Novel Workshop, June 2003

EDUCATION

Immaculata College, Washington, D.C.
Associate in Arts -- Journalism

References and portfolio available upon request