

# CANDICE MARIE LANE

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## PROFESSIONAL EXPERIENCE

### MARKETING SPECIALIST

SOCIETY INSURANCE-FOND DU LAC, WI

NOVEMBER 2012-PRESENT

- Coordinate and plan all major company and independent agent related events: multiple incentive trips, sport outings, gala events, and agency meetings
- Organize and execute educational continuing education courses offered to Society agents
- Accountable for the organization of participation in all industry related convention and trade show events
- Assist in various written communication efforts: Press releases, industry communications, agent letters
- Responsible for idea generation and inventory management of all promotional marketing materials

### SOCIAL COMMUNICATION & IT COORDINATOR

ST. RAPHAEL CATHOLIC CHURCH-OSHKOSH, WI

SEPTEMBER 2011-NOVEMBER 2012

- Directed and facilitated production team in various media productions for community use
- Oversaw radio production of Sunday morning mass: Radio copy, on-air personality
- Managed technology and website management team to monitor content usage & effectiveness
- Create, publish, and distribute all parish marketing materials
- Recruited, trained, and managed all parish volunteer groups: Multimedia, Liturgical Arts, Evangelization
- Supervised creation and implementation of all educational events

### CROSS MEDIA MARKETING SPECIALIST

WESTPHAL'S GROUP-BROWNSVILLE, WI

JUNE 2011-NOVEMBER 2012

- Established and managed all digital presence for Westphal's Group and affiliates
- Planned and executed educational events regarding cross media marketing tactics
- Generated creative copy for all Westphal's Group advertising campaigns
- Devised and implemented email marketing for Westphal's and clientele
- Supervised client Content Management Systems: Constant Contact, Network Solutions Business Catalyst, ProFusion Mailer

### ASSISTANT WEDDING & EVENT FACILITATOR

THE PAINE ART CENTER & GARDENS-OSHKOSH, WI

MAY 2009-SEPTEMBER 2012

- Assisted with set up and take down wedding equipment
- Head of communication for confirmation arrival of contracted affiliates
- Consistently built client and vendor relationships
- Risk management specialist
- Effectively responded to on site challenges via crisis communications in representation of museum

### STREET TEAM & SOCIAL MEDIA COORDINATOR

REEVE MEMORIAL UNION, UW OSHKOSH-OSHKOSH, WI

NOVEMBER 2007-JUNE 2011

- Provided social media awareness of Union events through Facebook, Twitter, YouTube, CampusVision & blogging
- Developed, conducted and analyzed market research for Union operations
- Responsible of planning and executing all non-traditional marketing tactics
- Secured Knowledge in editing systems, iMovie and Final Cut for use of video blog editing
- Collaborated with department heads to create cross-promotional campaigns
- Adviser to student bloggers of Reeve Union in blog and video blog content

**EDUCATION** | **UNIVERSITY OF WISCONSIN OSHKOSH- OSHKOSH, WI**  
BACHELOR OF SCIENCE  
MAJOR: COMMUNICATIONS

**FOX VALLEY TECHNICAL COLLEGE-APPLETON, WI**  
ASSOCIATES OF APPLIED SCIENCE  
MAJOR: MEETING AND EVENT MANAGEMENT

- SKILLS** |
- Proficient in Microsoft Office Suite, ConstantContact, Final Cut, and iMovie, Content Management Systems, ProPresenter & Adobe Creative Suite
  - Public Speaking
  - Ability to successfully work independently and in a team atmosphere
  - Effectively manage both an employed and volunteer team environment

**REFERENCES** | **KATE UNGER, (PAST) MARKETING MANAGER**  
REEVE MEMORIAL UNION, UW OSHKOSH  
920.410.2858  
[Unger.kate@gmail.com](mailto:Unger.kate@gmail.com)

**MICHELLE RECTOR, SPECIAL EVENTS COORDINATOR**  
THE PAINE ART CENTER & GARDENS  
920.235.6903  
[Unger.kate@gmail.com](mailto:Unger.kate@gmail.com)

**KAREN DEAN, LITURGICAL COORDINATOR**  
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