

Denise M. Konkol

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WRITING/PROJECT MANAGEMENT PROFESSIONAL

It's simple: tell a compelling story, and you have the key to engaging your audience. As a writer, I've worked to build trusting relationships to help clients and companies succeed in branding themselves by how they communicate, whether it's creating strong digital content, promotional materials or events. *My strengths:*

Writing	Corporate Communications	Social Media Management
Blogging	Proofreading & Editing	Events Coordination & Planning
Grant Writing	Media & Public Relations	WordPress

PROFESSIONAL EXPERIENCE

2010 to Present • Self-Employed, Freelance

- Grant writing - drafting/submitting grant requests as subcontractor, utilizing skills in researching, writing for a target audience (Resolute Nonprofit Consulting)
- Blogging and other website content with SEO (Freeport McMoran, ER2)
- Increase media attendance and awareness for events, tripling earned media
- Create content for websites using WordPress platform, increasing impressions 51 percent, new visits increased 42 percent; average visit 2:47 (

8/21/2017 to 3/25/24 • Office and Engagement, Sales Support, ER2

- Managing collaborative partnership among Dell, Shelby County Schools (TN) and other vendors, ensuring completion of IT asset orders to the district's 200 schools
- Management of all office operations, including inventory, bookkeeping, scheduling and management of CEO's affairs
- Public and media relations, press release writing, and development of communications plans for new site launches
- Project management for Corporate Impact Program and Community Engagement initiatives
- Directed all internal employee engagement programs
 - Monthly and quarterly events
 - Recognition programs for birthdays and anniversaries
 - Collaboration with all sites to execute programs in their cities (8 sites total, approx 120 employees)
- Writing and editing of marketing materials and website content
- Blogging for company's websites (ER2.com and Revivelt.store)

2014 to 2015 • Executive Assistant to the Mayor, City of Muskego, Wisconsin

- Enhanced communications and public relations, applying the discretion and protocol the office demanded
- Wrote press releases, edited City portion of newsletter, wrote/edited Mayoral correspondence
- Managed social media, built Facebook engagement by 18 percent, 17 percent on Twitter
- Assisted with media relations, increasing the number of media impressions by 40 percent
- Updated areas of City website, particularly Health and Human Services

2013 - 2014 • Interim Executive Director, Muskego Area Chamber of Commerce

- Directed all activities and initiatives of the Chamber during transition
- Built strong communications with members, media and organizations via newsletter and events Built brand presence of the Chamber via website, email marketing and social media, increasing traffic to all sites by 12-16 percent
- Coordinated events with volunteers, vendors and sponsors within budget

2010 - 2013 • Writer/Editor - Muskego Patch, AOL / Patch Media Corporation

- Wrote and edited articles and features; social media promotion on Twitter and Facebook
- Community outreach through marketing events; training and public speaking; interviews
- Built Facebook Page to 1,100+ likes; Twitter follows at 400+
- Doubled unique visitors to the website from 2011-2012, to reflect 75 percent of the city's population
- Established key relationships in government, business, law enforcement and nonprofits

ORGANIZATIONS/VOLUNTEERISM

Mesa Chamber of Commerce since 2015

Mesa Chamber Nonprofit Council

Mesa Leadership Training and Development Communications Chair 2017-2019

Mesa Leadership Training and Development Graduate 2017

EDUCATION

Bachelor of Arts, Journalism / Advertising Sequence, Marquette University, Milwaukee WI