

Dawn Marie Yankeelov

7003 Harrods Landing Dr., Louisville, KY 40059

M: 502-548-1304; H: 502-292-2351

dawny@aspectx.com, Twitter: @dawnyaspectx

Creates Channel Marketing, PR, and Business Strategies That Drive Corporate Growth

**Competitive Intelligence * Marketing * Social Media * Public Relations * Web Technologies
Business Development * Partner & Alliance Management**

Marketing Professional with 27+ years experience working with clients to determine key strategies to understand and master communications with target audiences for profitability and efficient time management.

Areas of Expertise Include: Strategic Planning * Research Analysis * Brand Building * Account Management * Partner & Alliance Communications * Media Relations * Digital Marketing * Social Media * Process Management of Multi-Talented Teams * Multinational & Interdepartmental Coordination * Management Consulting * Copywriting * Web Strategy

Aspectx (aka Dawn Marie Interactive), President/Founder - Louisville, Ky. 1997 to present

Founded a full-service communications and digital agency. Led organized teams to execute competitive analysis, marketing, business development, marketing strategy, website development, and public relations. Agency focused on government, healthcare, and technology clientele serving local, regional, national and international clientele. Specialty activities included: competitive intelligence reports, trade shows, web training, communication plans, best practices, customer relationship management, events, web content and work flow assessment. On an average per campaign basis, clientele generally experienced a 15-20 percent lift in leads and conversion opportunities for sales. Collaboration with large inter-agency projects, such as the Kentucky Tax Amnesty Campaign which saw a 120% return on the PR investment completed with Aspectx. Project completion for: Intel, AMP, Humana, Zirmed, IF Technologies, Brox (Germany), Genscape, Intellon (now Qualcomm), GE and others.

Mediamakers, Inc., President/Founder – Ocala, Fla. 1989-1997

Founded and managed a full-service advertising, public relations, and marketing agency in Florida.

New York Times Co., Reporter – Ocala, Fla. 1987-1989

Wrote and edited health page, singles column, and Business Monday for *The Ocala-Star Banner*.

American City Business Journals, Reporter – Louisville, Ky. 1984-1987

Covered the beats of heavy industry, telecommunications, high-technology, and transportation.

Education: University of Louisville Bachelors of Arts, Political Science with Honors

Current Board Activities: Technology Association of Louisville Kentucky, Co-Chair; University of Louisville Geriatrics Advisory Board; Chair Emeritus, Public Relations Society of America/Intl. Technology Section; CIO Practicum Organizing Committee – Louisville; Lomenta Foundation Chair.

Awards include: TeN Women in Technology nominee; Advertising Federation Addys for Design & Copywriting; Metro Louisville Journalism Award; NAWBO Women Business Owners of the Year Nominee.

International Public Speaking for PRSA, Bulldog Reporter, Association for Global Strategic Information Tools & Tactics, SCIP, Open Source Solutions Military events, and Infonortics Ltd. UK and European Social Media and Virtual Community events.