

DESIGNER, COMMUNICATOR, STRATEGIST

Luci is an endless fountain of ideas; a writer and researcher with design skills who believes there is always a resonant phrase or image to be invented that can break through to an audience. Her passion is in B2B communications, understanding what clients care about. An enthusiastic team player with a knack for creating meaningful connections with coworkers and partners, her 20+ years experience in healthcare, pharma and defense lends her a big picture understanding of how to reach people where they are.

AREAS OF EXPERTISE

Marketing & Design: Graphic Design & Illustration, Branding, Marketing Copywriting, Data Reporting and Visualization, Email Campaign Strategy, SEO, Social Media Strategy, Market Research

Tech Stack: Asana, HubSpot, Trello, Monday.com, Miro, Constant Contact, Mailchimp, Looker Studio, Search Console, SEMRush, DataWrapper, Later, Squarespace, WordPress, Adobe Creative Suite, Sketch, Procreate

Leadership: Creative Direction, Consensus Building, Cross-Departmental Relationships, Data-Driven Decision Making and Reporting, Campaign Strategies, Mentorship, Project Management, Strategic Planning

PROFESSIONAL EXPERIENCE

Digital Content Manager, Marketing | VideoRay **May 2024 - Present**
VideoRay designs and builds underwater vehicles that save human dive time, do groundbreaking science, and protect the nation. VideoRay has a 5 year, 95.6M contract with the US Navy.

Responsibilities: Reporting to the VP of Marketing, Luci manages all HubSpot and Salesforce campaigns, data and reporting, blogs, case studies, web copy, emails and social media, lead scoring, trade show logistics and collateral for this highly specialized B2B audience. Manages a small team of web and SFDC contractors.

Achievements:

- Led C-Suite collaboration to overhaul end-to-end customer journey, from lead qualification to support, within first 30 days.
- Spearheaded comprehensive redesign of digital content ecosystem, optimizing SEO and user experience.
- Streamlined brand, aligning corporate value propositions, logos and taglines for consistency and managed brand transition during corporate acquisition.

Creative Marketing Director | Arrive Therapy **June 2019 - July 2024**
Arrive Therapy is a mental health practice focused on serving the trans and queer communities

Responsibilities: Branding, Graphic Design, Copywriting, Omnichannel Content Strategy, Marketing Operations, Performance Analysis & Reporting, SEO & Keyword development

Achievements:

- Redesigned website and increased traffic by 23% year-over-year via SEO, Content Strategy and UX/UI.
- Designed omnichannel content workflow, including email newsletter, SEO, blog and social media, resulting in an average 10% increase in email open rates and a 8% boost in CTRs.
- Leveraged qualitative and quantitative polls to uncover patient's real life concerns.

Associate Creative Director, Senior Art Director | Health Union

Sept 2018- June 2023

*Health Union runs 43 online communities for people with chronic disease***Responsibilities:** People Management, Graphic Design & Illustration, Social Media Management, Content Scheduling & Strategy, Storytelling, Mentorship, Data Reporting and Education, Virtual Event Coordination**Achievements:**

- Led team of 4 content creators, resulting in an average 15% increase in website traffic and a 40% growth in social media engagement.
- Built 4 dashboards on Google's Looker Studio to track engagement metrics. Trained 29 Designers to use dashboards, resulting in increased adoption of data driven design decisions.
- Delivered weekly trainings on terminology, data literacy, and cross-department relationship management
- Advocated for and led the process of creating a Trans-inclusive HR policy to ensure that anyone who transitions their gender at work can do so safely, ensuring their job security and protection from bullying

Graphic Designer/Marketer | Ladderback Design

June 2001 - Sept 2018

*A marketing and design agency***Responsibilities:** Client Relationship Management, Project Management, Sales, Graphic Design, Production, Copywriting, Contractor Management, Billing, Staff Mentorship, Research**Achievements:**

- Led brand-building and marketing strategies for 225 clients on over 850 projects over 17 years. Earned word of mouth and repeat business by consistently exceeding creative expectations and meeting deadlines within or under budget.
- Focused efforts on nonprofit, academic, and government sectors as well as small business.
- Crafted branding and collateral for Baltimore Office of Sustainability programs that secured a \$52.8M grant, positioning Baltimore at the forefront of national green initiatives.
- Created brand system and strategic ad campaigns across digital and print for Hersh's Pizza and Drinks, increasing B2B sales by 21% and increasing foot traffic in the restaurant by 85%.

EDUCATION & AFFILIATIONS

The Maryland Institute College of Art: Bachelor of Fine Arts, 1997

DesignLab: Data Driven Design (6 wk course): 2023

Health Union: Looker Studio Federated Analyst, 2020-2022

Caitlin Frost: Leadership Mind (8 mo course): 2020-2021

FUN FACTS

- Has two children who love trucks, dancing and roughhousing
- Speaks intermediate level Spanish
- Has very few cavities and always gets compliments on her teeth from dental hygienists

Mishka Pitter-Armand

Chief Marketing Officer at Crisis Text Line

Dear Ms Pitter-Armand,

Thank you for the chance to become a part of your organization. As a creative who has been lucky to work on mental health and general health for the last 8 years, I'm ready to get started helping Crisis Text Line find volunteers and field those important texts. Below are three of the top ways I plan to help:

Strong Leadership and Project Management Experience:

With years of experience in leadership roles, a sharp eye, well honed creative skills, and extensive training in empathetic and organizational leadership, I'm ready to bring strong direction to the creative team. With my experience in Asana and HubSpot, I can keep many projects on track with an eye on performance and the budget at all times.

Data-Driven Creative:

I possess strong analytic and strategic skills, having spent years being trained in Google's Looker Studio at Health Union, and in a class in 2023 called "Data Driven Design." This data focus led me to make strong improvements in user engagement while in my role at Health Union. In my current role at Arrive Therapy, I have put together a comprehensive marketing plan, which encompasses content, tactics, and design to ensure we reach our clients where they are. I examine engagement and traffic data and use qualitative polling to gain quality insights into our very specific audience.

Passion for the Cause:

I have shown a sustained commitment to my community, as exemplified by my work as volunteer Communications Manager for Mary Washington, Maryland State Senator. As the first Out Black Female member during Maryland's battle for Marriage Equality, Mary testified to the legislature about her life experiences and helped pass that bill. As a social media content creator at Health Union, I volunteered to be on the H-I-V.net team in order to ensure there were Queer voices at the table. In my current position at Arrive Therapy, I spend my days working to communicate solidarity and that we provide safe spaces to be yourself. It is a value of mine to continue this work on as large a scale as possible.

As I hope I've shown, I've got the creative, the leadership, and the analytic chops. I would like to bring my energy to helping Crisis Text Line save more lives, have supportive conversations, and make sure nobody feels alone.

Best,

Luci Morreale

Hi April,

I am writing today because I just applied to the Communications and Storytelling Officer role at Funders for LGBTQ Issues. I wanted to reach out to say hello and just give you a quick overview of how I can help FLGBTQI shine.

As a member and advocate for the LGBTQIA+ community with a proven track record in communications and a natural ability to connect with people, I am excited to have a chance to amplify your mission. I plan to help in 3 key ways:

Strategic Communication Skills:

I've used storytelling for 20+ years to help nonprofits and others raise money, get elected, and serve their communities. I will also create strategic campaign plans to chip away at building the future our communities deserve.

Data-Driven Decision Making:

My interest in data leads me to make connections that cross disciplines and bear much creative fruit. In my current role I analyze quantitative data along with qualitative polling to dig deep into what our audience is hungry to hear about.

Understanding of Advocacy Issues and Communities:

I have shown a sustained commitment to our community, as exemplified by my work as Communications Manager for Mary Washington, Maryland State Senator, as a social media content creator at Health Union, and at Arrive Therapy, I spend my days working to elevate marginalized communities.

It is a dream of mine to continue my work on a larger scale and affect many more lives, and I believe it can come true at MIWN.

I'm attaching my resume for context.

Best,

Luci Morreale

References**Stacey Toseland***Creative Director, Health Union*Stacey.Toseland@Health-Union.com

(443) 591-1380

Mary Washington, PhD*Maryland State Senator*drmarywashington@gmail.com

(410) 960-4313

Alexander Stefanini*Owner, Arrive Therapy*info@ArriveTherapy.com

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