

**HOLLY LEWERENZ**

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### ***SUMMARY***

Versatile, results-oriented professional. Team player with excellent leadership, communication and organizational abilities. Experienced in project management, marketing concept and development, copy writing and editing, proofreading, website direction and online content. Key skills include planning, developing, and managing staff, projects, schedules, and budgets. Working knowledge and experience in Internet, website and social media; also, all Microsoft applications, various database, graphics and project management (Microsoft Project) software.

### ***PROFESSIONAL EXPERIENCE***

**WORLD EVANGELISM – San Diego / Dallas / Chicago**

**2005 – Current**

#### **Editor/Writer • Project Manager • Website Direction and Content Provider**

Editorial/writing responsibilities include magazines, newsletters, books, direct marketing letters/emails, brochures, product copy, website/social media copy, and other marketing communications.

- Managed project schedules; editorial and creative processes including writing, editing, proofreading, graphic design, photo shoots, videotaping; also, partner testimony development.
- Monitored website; directed webmaster responsibilities, wrote and edited website content.
- Wrote and edited e-blasts, press releases, social media posts, and ministry event materials.
- Planned, selected, and coordinated production and marketing initiatives.
- Trained and supervised writing and office assistants as well as volunteers.

**KCM – Fort Worth, Texas**

**2002 – 2004**

#### **Project Manager**

Team Leader of seven publications staff. Project-managed production of marketing department's communication print needs for advertising, direct mail, promotional products; also, church projects.

- Coordinated project schedules of writing, editing, proofreading, and design staff.
- Effectively and sensitively communicated with internal clients and other KCM staff.
- Participated in creative and strategy meetings; provided production and creative input.
- Led department devotions; facilitated staff meetings, which included project updates, professional growth opportunities and motivational incentives.

**HARCOURT PUBLISHERS – Orlando / Fort Worth**

**1999 – 2001**

#### **Production Manager (Project Management)**

Managed the production process for college textbooks and their ancillaries. Harcourt was bought out by a Canadian publisher and its Fort Worth office was closed, resulting in a company-wide layoff.

- Served as liaison, coordinating work flow between in-house book team and outside vendors to provide direction, project management, and ensure quality in college textbooks and ancillaries.
- Created/managed project schedules to meet deadlines and satisfy/exceed customer expectations.
- Established and monitored budgets – completed 98% of projects substantially under-budget.