

# LAURA LINDENBUSCH

3628 W. 58<sup>th</sup> Street, Indianapolis, IN 46228

notlinda@gmail.com 317-353-7857

## SUMMARY

- Proven success in competitive opportunity pursuit and proposal writing
- Fearless senior-level professional, confident in nurturing C-suite relationships
- Exceptional traditional and digital brand marketing and communication expertise
- Effective business planning, budgeting, and P/L management
- Positive team mentor and respected organizational leader
- Skilled technical and functional project management

## PROFESSIONAL EXPERIENCE

### **OWNER** *Knot Linda Designs* **JUN 2018–PRESENT**

- Founded small business that designs and makes unique jewelry and accessories | [knotlinda.com](http://knotlinda.com)
- Managed start-up activities; developed branding, marketing, and merchandising strategies
- Established and maintain e-Commerce site; manage festival / fair vendor participation

### **CLIENT SERVICES DIRECTOR** *Daniels Associates, Inc.* **DEC 2014–MAR 2018**

- Developed and managed BTB client accounts and staffing engagements for IT consulting firm
- Evaluated project opportunities, identified solutions, and created proposals/RFP responses
- Built close relationships with State and Local government officials and technology leaders
- Conducted competitor research, managed sales pipeline, and served as Salesforce CRM admin

### **SENIOR PROJECT MANAGER** *Indiana Health Information Exchange* **JAN 2014–NOV 2014**

- Led technical implementation projects with partner hospitals and providers, including health information system integration with Indiana's innovative health information exchange
- Led IHIE proposal team for response to Arizona Health Exchange RFP, with responsibility for coordinating integrated technical and clinical inputs and crafting cohesive proposal

### **IT FUNCTION MANAGER** *Cummins Inc.* **MAR 2010–JAN 2014**

#### IT Manager – Global Supply Chain, Cummins Emission Solutions (2 years)

- Managed complex projects such as major Oracle ERP upgrades, Business Intelligence, Siebel CRM
- Supported Sales & Marketing, Finance, and Supply Chain functions
- Technology liaison for innovative Synchronized Business Planning design and roll-out

#### Functional Excellence Manager, Global Corporate IT (2 years)

- Facilitated consistent IT planning and portfolio management across business unit stakeholders
- Created and delivered corporate planning and budget guidance / training to global IT function

### **CONSULTANT** *Self-Employed* **FEB 2007– MAR 2010**

#### Cummins Engagement: IT Functional Excellence Consultant (2 years)

- Served on 6 Sigma team that gathered & analyzed global data pertaining to IT projects, staffing, budgets & spend; conducted *Voice of the Customer* interviews to capture existing practices
- Documented & communicated best practices for enterprise IT Program/Project Management

#### Other Engagements (1 year)

- Provided business planning, marketing & brand management consulting to startup IT company
- Managed/wrote competitive proposals for California IT government contractor

Organizational Management Duties (GM/Business Division President)

- o Developed annual business plan budget
- o Tracked operational and financial goals
- o Managed relationships and contractual matters with government clients
- o Analyzed data and prepared various reports
- o Recruited, motivated, supervised and evaluated staff
- o Prepared and delivered competitive government bid proposals and presentations

Marketing Duties (Director of Marketing)

- o Developed strategic marketing plan, objectives and tactics
- o Coordinated market research to determine pricing and gauge satisfaction
- o Supervised corporate branding, marketing and communications
- o Managed trade association relationships
- o Developed and led company-wide marketing training programs

Information Technology Management (Project Manager)

- o Directed high-profile back-office software development projects
- o Managed resource allocation, project budget and milestone achievement
- o Conducted effective project meetings
- o Communicated project issues and status

**ADDITIONAL PROFESSIONAL EXPERIENCE**

Marketing Manager	<i>Leading HVAC Corporation</i>
Graphic Designer & Copywriter	<i>Freelance, project-based</i>
Marketing Director	<i>Wholesale flooring distributor</i>
Account Executive	<i>Advertising agency</i>
Reporter	<i>Freelance, assignment-based</i>

**EDUCATION**

Indiana University—Purdue University at Indianapolis (3.5 GPA)  
Informatics and Journalism

**SKILLS**

Project Management	Microsoft Office – PC and Cloud
Program Management	Data Analytics & Reporting
Organizational Leadership	Metrics Measurement
Written & Verbal Communications	Strategic Planning & Facilitation
PowerPoint Presentation Development	Cross-Functional Partnerships
Brand Awareness Campaigns	Business Analysis & Executive Reviews
Marketing Management	Process Improvement / Change Management
Channel Partner Campaigns	WordPress Site Design / Content Management
Customer Success Management	Salesforce Marketing Cloud Administration