

Lee Leffler, M.A.

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SUMMARY

Marketing and email marketing expert, computer trainer and webmaster. Versatile, accurate and efficient.

- **Enhanced the Internet presence** of a large non-profit by creating or customizing four websites that obtained good search engine rankings.
- **Increased sales** by giving 600+ sales representatives high-quality customer order sheets in Microsoft Excel. These 80 spreadsheets drew product names and prices from an existing database.
- **Obtained publicity** by writing press releases and press kits that resulted in five significant newspaper/magazine articles in six months.
- **Increased efficiency of sales force** by training them on the company's sales and inventory management software using live classroom training, telephone support, videotapes, help files and software manuals.

SKILLS

- Writing and editing in all genres, including technical writing, magazine articles, scriptwriting, journalism, literary journalism, photojournalism, fiction, poetry, book writing, advertising, website content, newsletters and e-newsletters
- Marketing and publicity
- Research
- Teaching
- Project coordination
- Problem-solving
- Basic photography and graphics

COMPUTER SKILLS

Internet: HTML, Macromedia Dreamweaver, website design, website maintenance, Internet research, basic Search Engine Optimization
Office Software: Microsoft Office - MS Word, MS Excel, PowerPoint, Access
Page Layout/Help: Adobe FrameMaker, Doc-To-Help, RoboHelp, QuarkXPress, Adobe InDesign
Document Production: Adobe Acrobat Professional
Databases: FileMaker Pro, Microsoft Access, dBase
Operating Systems: Windows, Mac
Programming: Microsoft Excel macros, BASIC, Pascal
Graphics: Adobe Photoshop, CorelDraw, CorelPaint, Macromedia FireWorks, MS Paint, MS Photo Editor

EXPERIENCE

Computer Trainer, Writer, Website Creator, Leffler Professional Writing Services/The Newsletter Gal, self-employed (1995 - present)

- Wrote/edited newsletters, books, sales manuals, brochures, blogs, software manuals, email marketing campaigns, marketing materials.
- Taught computer-related topics one-on-one and in classrooms.
- Wrote 23 published articles (available online at www.LeeLeffler.com).
- Created many websites incl. www.milesofhope.org, www.newslettergal.com

Adjunct Faculty, Maharishi University of Enlightenment, Vedic City, Iowa (January 2009 - April 2009)

- Taught for-credit undergraduate course "Computer and Internet Essentials"
- Developed curriculum and course materials

Web Marketer, BarclayHedge, Fairfield, Iowa (July 2008 - October 2008)

- Maintained and promoted website; developed email marketing campaigns.
- Developed new blog and online documentation for a web-based tool.

Director of Communications, Maharishi Academy of Total Knowledge—*High School for Leadership* boarding school for boys grades 9-12, Antrim, New Hampshire (November 2007 - July 2008)

- Maintained and promoted website. Managed media relations.
- Developed online student recruiting campaign.
- Implemented contact management system and trained employees.
- Created direct mail pieces, letters, brochures, and emails of all types.

Assistant to the Directors / Press Agent, Global Country of World Peace, Weston, Connecticut (June 2005 - September 2006)

- Managed media relations and created websites.
- Developed direct mail pieces, letters, mass emails and course handouts.

Technical Writer, Technical Support Person, Trainer and Software Tester, various companies (Books are Fun in Iowa; HR Soft in Iowa; Nutradata Software in New York), (June 1994 - October 2000)

- Wrote a monthly newsletter on technology, *Hi-Tech Rep*, for five years.
- Wrote extensive software user documentation and created training videos.
- Provided software technical support over the telephone.
- Trained users on software in-house, on-site and at conferences.

EDUCATION

Master of Arts in Professional Writing, Maharishi University of Management, Fairfield, Iowa, USA, 1998.

Bachelor of Independent Studies, Specializing in Computers and Learning, University of Waterloo, Waterloo, Ontario, Canada, 1990.