

Summary Rylee Wedekind has more than 15 years of experience providing and implementing marketing and communications strategies. A seasoned professional, her diverse background includes international assignments with both public and private corporations. She is a motivated self-starter with good interpersonal skills who truly enjoys working within a team environment.

- Skills**
- Creating sales-focused communication strategies
 - Developing and implementing marketing and communication plans and budgets
 - Website development and mastering
 - Community relations
 - Direct mail and promotions
 - Media relations
 - Desktop publishing

Technical Knowledge

Print

- Illustrator
- Adobe In-Design
- Adobe Acrobat
- QuarkXpress

Web

- DreamWeaver
- Photoshop
- FreeHand
- FrontPage

Business

Applications

- Quickbooks Pro
- Microsoft Office
- OpenSRS

Achievements **Marketing and Communications Strategies**

- In-depth knowledge of marketing and communications concepts, production methods and techniques.
- Developed and implemented strategic customer and sales-focused marketing and communications activities for three different products of a global magnetic resonance manufacturer.
- Directed the creation, design and layout of promotional materials for three global magnetic resonance products.
- Managed a variety of external vendors including advertising agencies, PR resources and design consultants to ensure marketing and communications goals were achieved within budget and on time.
- As an editor for two years in a row, produced and deployed a 125-page global sales guide
- Assisted European colleagues with developing and editing business English copy.
- Developed content for Intranet, Internet and other web-based sales tools.
- Developed nine weekly and monthly newsletters in both print and electronic formats. Circulation to 35,000.
- Designed 400 newsprint, direct mail and radio.

Community Relations

- Guided community relations campaign designed to position health system as integral to the community's well being. Campaign included direct mail, television, radio and newsprint, which resulted in a 40% increase in market awareness.
- Monitored pending health care legislation and developed communications mechanisms to update physicians, staff, community members and the media.
- Provided Spanish translations for physicians, staff and patients.
- Was part of a deployment team for an energy conservation project for the city of New London, WI.

Web Development

- Created and developed over 25 web sites for both small and large companies.
- Use Dreamweaver, Illustrator and Photoshop to create custom-designed sites in easy to update HTML code.

Corporate and Sales Force Communications

- Developed sales-focused content for ongoing external communications including newsletters, websites, direct mail, sales tools, presentations and customer success stories.
- Established corporate guidelines to coordinate cross-organizational communications activities and instituted procedures for internal communications to ensure brand consistency.
- Identified and created new communication tools to reach worldwide sales force, which proved to be highly effective and recognized by senior management

Achievements

Tradeshow and Event Management

- Organized highly successful events and tradeshows - everything from booth/space design, messaging, staffing to promotions. Events organized included international tradeshows, chamber events, run/walks, arts and craft shows, community health events, county fair booths, reunions, fundraising events and dinners.
- Facilitated a live satellite telecast from Holland demonstrating the interactivity of MR product to 4000 attendees at an international exhibition in Glasgow, Scotland.
- Directed promotion, publications and press for tradeshows in U.S., Europe and Asia.

Management Responsibilities

- As managing partner, oversee day-to-day operations and daily fiscal obligations of two technology companies.
- Successfully interacted with many different levels of management and peers to promote company goals.
- Developed and managed all aspects of marketing and public relations budgets that averaged \$500,000 per year.
- Identified opportunities to reduce costs while increasing the effectiveness of marketing strategies.

Experience

Principle Owner and Consultant

Matador Consulting Group, Madison, WI. 2001 to present

Global Communications Executive

Philips Medical Systems, Best, The Netherlands. 1999 to 2001

Director of Marketing and Public Relations

Divine Savior Healthcare, Portage, WI. 1993-1998

Board of Directors, President and Secretary (*volunteer position*)

Hope House, Baraboo, WI, 1994-1998

Communications Specialist

Wisconsin Public Power, Inc, Sun Prairie, WI 1990-1993

Education

University of Wisconsin - Madison

B.A., Communications and Spanish – 1989

Languages

English: Mother tongue **Spanish:** Conversational
French: Understanding **Dutch:** Understanding