

MARGARET LEE HALL

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EDUCATION

Sarah Lawrence College, Bronxville, NY

Master of Fine Arts

Radford College, Radford, VA

Bachelor of Science

BRAND MARKETING AND COMMUNICATIONS EXPERIENCE

The Colonial Williamsburg Foundation, Williamsburg, VA 2010 - 2012

Senior Writer-Web Content

- Researched and wrote all print and digital marketing materials for the Foundation. Advised individual marketing managers on communications strategies and concepts that support and further the Colonial Williamsburg brand. Managed two professional employees – Editor and Social Media-Web Content Specialist.

Sarah Lawrence College, Bronxville, NY 2007- 2009

Development Communications Writer

- Wrote and edited newsletters, proposals and releases that supported the Sarah Lawrence College brand to internal and external audiences of the College's fundraising department.

Lehman College, The City University of New York, Bronx, NY 2008 - 2009

Adjunct Creative Writing Instructor-Short Stories

- Developed syllabus and curriculum for college-level course.

Sarah Lawrence College, Bronxville, NY

Graduate Reading Series Coordinator

2005 - 2007

- Coordinated graduate reading series. Assisted faculty with event set-up, author biographical information and publicity. Authors included Michael Cunningham, Jorie Graham, Jane Kramer, Mary Karr and Jonathan Lethem.

Virginia College Savings Plan, Richmond, VA

Special Projects Assistant

2001 - 2005

- Organized corporate employer sponsor program support, including traveling statewide to present program details to public and private entities. Provided writing and editing expertise for speeches, newsletters and other printed materials.

VCU's Massey Cancer Center, Richmond, VA

Special Events Director

1998 - 2001

- Developed and managed the Center's special events, including the signature fundraiser, the *Women & Wellness Forum Series*. Worked with corporate and community partners to increase funding and awareness for cancer research.

McGuire, Woods, L.L.P., Richmond, VA

Communications Manager

1995 - 1998

- Choreographed all local, state, national and trade media relations for the Firm's domestic and international locations. Worked directly with the Chairman to develop internal and external messaging and brand identification.

Virginia Department of Agriculture and Consumer Services, Richmond, VA

Media Marketing Representative

1993 - 1995

- Initiated print media relations for the *Virginia's Finest Trademark Programs*, which promotes Virginia agricultural products.

Reynolds Metals Company, Richmond, VA

Division Public Relations Manager

1987 - 1993

- Arranged public relations activities for the Flexible Packaging Division. Coordinated community activities for packaging plants in three states, and provided strategy advice to the packaging Vice President.

Ketchum Public Relations, Washington, D.C.

Account Executive

1985 - 1987

- Implemented The Dow Chemical Company's premier media relations effort ---The Visible Scientist Program. Wrote background materials and scheduled scientists to appear on talk shows in top 30 media markets.

EXCELLENT REFERENCES AVAILABLE UPON REQUEST