

MARGARET V. LYONS

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CAREER OBJECTIVE

Extensive experience in communications, public relations, media relations, marketing, and special events management in the United States, Britain and Europe... now seeking a communications position.

SUMMARY OF QUALIFICATIONS

Innovative marketing and public relations plans and strategies that increase sales
Successful advertising campaigns
Writing skills include promotional copy that sells
Media relations skills that achieve coverage
Direct mail campaigns that produce results
Media and sales analysis and evaluation

CAREER HIGHLIGHTS AND EXPERIENCE

Current **Nancy Sies Presents**, Alexandria, Virginia
Director of Marketing, Public Relations and New Business Development – for artists management agency

1995-1997 **Richmond Symphony**, Richmond, Virginia
Director of Marketing and Public Relations – Managed all marketing and promotional programs to generate \$1 million annually in sales; responsibilities included design and execution of marketing plans and strategies; supervision of external and internal communications; media relations; market research; audience development; customer relations; advertising; direct mail; telemarketing; sales operations and analysis; budget; supervision of 5 full-time and 12 part-time employees.

- ◆ Accomplished goal of \$1 million in sales in 1996-7, effecting 9% increase over previous season
- ◆ Increased single ticket sales by 55% in '95-6 and by 20% in '96-7 through effective advertising and direct mail campaigns
- ◆ Turned quarterly newsletter for 7000 readers into effective educational and advocacy tool
- ◆ Increased television advertising by 100% without increasing advertising budget (through sponsorships)
- ◆ Increased radio advertising by 60% through sponsorships and trades
- ◆ Generated \$28,000 in sales for one special event with a zero \$ advertising budget
- ◆ Introduced new version of sales product, increasing overall product sales by 44%

1995 **South Texas Symphony Association**, McAllen, Texas
Executive Director – Developed public visibility and raised funds for orchestra and choir

- ◆ Designed and implemented unique partnership strategy with business, cultural and educational organizations, significantly increasing media coverage and market visibility
- ◆ Achieved 66% of revenues in first six weeks of annual fund campaign using new incentive strategy
- ◆ Linked with major airline for joint radio and travel promotional campaigns

1991-1995 **Speiser, Krause, Madole & Lear**, Washington, DC
Media Relations Manager – Originated and managed media relations and issues development plan on national and international levels for international personal injury and mass disaster litigation firm

- ◆ Developed communications positioning, enhancing image of legal staff as mass disaster experts and increasing firm's print and broadcast media coverage
- ◆ Developed and implemented plan for book promotion

1989-1991

National Coffee Service Association, Fairfax, Virginia

Director of Communications – Created highly successful marketing program designed to increase public visibility and enhance membership benefits; responsibilities included marketing/public relations; creation and management of trade show and convention communications; design and management of annual industry awards gala and advertising competition; development and marketing of revenue-producing merchandise; production of membership directory and monthly newsletter; served as public relations consultant to members; managed marketing budget, and supervised one part-time employee.

- ◆ Increased yearbook profits by 30% during recession
- ◆ Upgraded monthly newsletter to address members' concerns and serve as educational tool
- ◆ Initiated information clearing house
- ◆ Researched public relations opportunities for members
- ◆ Developed and marketed educational videotapes and training manuals

Previous positions:

Oxford University (Mansfield College), Oxford, U.K.

Development Officer – Managed successful \$1 million capital campaign; co-edited college magazine

IMED, Inc., Oxford, U.K.

International Technical Editor – Designed, wrote and produced instruction manuals in eight languages

National Symphony Orchestra, Washington, DC

Editor/Music Administrator – Wrote all program notes; musicological adviser to artistic management

George Mason University, Center for the Arts, Fairfax, Virginia – *Director of Marketing*

City of Oxford Orchestra, Oxford, U.K. – *General Manager*

British Embassy, Bucharest, Romania – *Personal Assistant to Cultural Attaché*

Marie Curie Girls School, Paris, France – *English Instructor*

EDUCATION

Master of Arts Degree (Public Communication) – The American University, Washington, DC

Bachelor of Arts Degree, Honors (French, German, Music) – University of Wales, U.K.

ATCL – Associate of Trinity College of Music, London, U.K. (scholarship student of piano/music theory)

Degree studies in graphic design – N. Va. Community College, Alexandria, Virginia

Languages: French, German, Spanish

FREELANCE WORK

Editorial assignments: most recent include continuing education courses on music for The Teaching Co.

Piano teaching: private students at all levels

PROFESSIONAL AND COMMUNITY AFFILIATIONS

International Association of Business Communicators; National Association of Women Business Owners; Association of Women in Communications; Music Teachers National Association

Board of Directors: Theatre Chamber Players of the Kennedy Center; Mt. Vernon Orchestra