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HTTP://LINNEAJEAN.COM/

LINNEA J. DIBERARDINO

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN | Urbana, IL | Expected Dec. 2011

Master of Science, Advertising

Grad. Teaching Assistant (Introduction to Advertising) | Fall 2010, Spring 2011; Grad. Research Assistant | Summer 2011

BRADLEY UNIVERSITY | Peoria, IL | May 2006

Bachelor of Science, double major in Marketing and Music Business

Graduated Cum Laude | Overall G.P.A. 3.53/4.0 | Dean's List 3 years | Marketing Excellence Award

PROFESSIONAL EXPERIENCE

UNIVERSITY OF ILLINOIS, VETERINARY TEACHING HOSPITAL, a full service animal hospital and diagnostic laboratory.

Marketing Coordinator | Nov. 2009 - Current

- Copy write for web and print materials for website launch and community outreach campaign
- Conceptualize and design collateral materials
- Develop and implement marketing plan and communications tactics including marketing research

BAROQUE ARTISTS OF CHAMPAIGN URBANA, a non-profit vocal/orchestral music organization.

Arts Manager | Nov. 2007 - Current

- Serve as primary resource for events, marketing, and public relations
- Manage organization finances, development, and volunteers
- Established a new brand image through introduction and distribution of print materials and a website re-launch

SOLARBRIDGE TECHNOLOGIES, a technology start-up company commercializing solar electronic solutions.

Marketing & Communications Specialist | Sept. 2008 - July 2009

- Conceptualized and executed a marketing strategy analysis resulting in a new corporate identity and re-branding in three months; hired and managed design agencies
- Created corporate brand standards including design and content of collateral materials, implementation of new web presence, and management of media exposure including press release composition
- Synthesized competitive intelligence and industry developments, performed marketing analysis for strategic decisions

MARKETSHARE, a locally-focused marketing consulting collaborative.

Marketing Assistant | Nov. 2006 - Nov. 2007

- Consulted with clients to develop marketing and media plans, print, electronic and visual communications media and industry research
- Created, wrote/edited, and designed presentations and documents for client and internal utilization

COURSEWORK | CONTINUING EDUCATION

Advanced Adobe InDesign

Design Media and Principles

Independent Study on cause-related marketing with U of I Family Resiliency Center

Advertising Planning & Decision Making

Creative Strategy and Tactics

COMMUNITY INVOLVEMENT

GOOD SHEPHERD LUTHERAN CHURCH

- Church Council Secretary (Board of Directors)
- Member of Call Committee
- Former Evangelism Committee Chair
- Copywriter and coordinator of website re-design