

# Lisa M. Loewen

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[lloewen@ku.edu](mailto:lloewen@ku.edu)

## OBJECTIVE

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To share my journalism, advertising and marketing experience with students at a higher institution of learning.

## PROFESSIONAL PROFILE

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- Excellent communicator; written, oral, one-on-one and group presentation skills.
- Self-motivated, results-oriented leader committed to the success of the organization.
- Professional with a wide area of expertise, having worked in advertising agencies, the corporate world and in education.
- Experienced instructor able to present information to students in a clear, professional manner, while making the subject matter enjoyable.

## PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS:

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- Managed all aspects of teaching university-level courses, including lectures to large groups, interaction with students in small hands-on classes, course planning and preparation and grading.
- Professional writing for numerous publications including newspaper, magazine and online.
- Developed detailed marketing, advertising and public relations plans as a marketing director for a large international communications firm.
- Created marketing and advertising brochures, fliers and another promotional materials for clients
- Experienced media buyer for large corporate clients

## PROFESSIONAL WORK HISTORY

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<b>William Allen White School of Journalism</b> <b>University of Kansas</b> Lecturer Journalism Research and Writing	2004 to Present
<b>The Creative Edge, Topeka, KS</b> Owner A creative consulting and design company	1998 to Present
<b>Telenational Communications, Omaha, NE</b> Marketing Director Managed the marketing and advertising aspects of an international communications company	1994 to 1998
<b>Data Technologies, Omaha, NE</b> Marketing Assistant Developed detailed marketing plans	1992 to 1994
<b>Bernstein-Rein Advertising, Kansas City, MO</b> Media Buyer	1990 to 1991

## EDUCATION

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<b>University of Kansas</b>	MS, Journalism	2003
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