

LORI GAGEN

Marketing | Communications | Implementation Specialist

Taking concepts from ideas to results

📍 Albion, IN 📞 (260) 564-4556 ✉️ lorianngagen@gmail.com  in/lori-gagen

Marketing and communications specialist with proven experience as a writer, editor, blogger, content creator, desktop designer, digital marketer, website designer and manager, social media manager, and collateral designer and producer.

Implementation specialist capable of developing and understanding strategies and budgets. Specifically skilled at community outreach and stakeholder engagement, identifying, planning, and executing across all disciplines to achieve the desired results for small businesses, non-profits, and corporations.

Meticulous, detail-oriented, collaborative manager and mentor with complementary grant-writing and analytical skills, known for excellence in delivering high-quality reports, proposals, presentations, meetings, events, programs, and promotions.

Skills

- Project Implementation
 - Strategic Communications
 - Marketing & Promotions
 - Event Planning
 - Budgeting
 - Public Relations
 - Data Management
 - Community Outreach
 - Presentations
 - Multi-Tasking
 - Responsiveness
 - Trustworthiness
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Professional Experience

Catchy Creations LLC - Albion, IN

February 2021 - Present

Owner / Designer

Motivated to fill a void in local resources, I launched my business to help small businesses and non-profits sustain and grow by providing affordable support services including website design and management, collateral materials design and production, digital marketing, and related consulting services.

- **Expanded the digital footprints of local businesses to increase sustainability, public awareness and engagement, and community growth** - I have designed and launched more than twenty-five websites, many featuring dynamic data and blogs that empower unskilled site owners to easily update content. I manage client sites under monthly contracts including blogging, customer data management, graphic design, e-mail marketing, and media relations.
- **Expanded client sales, business-to-business relationships, and collaborations** - When presented an idea by a local chamber of commerce, I became part of a collaborative effort to promote Small Business Saturday, the first in my community. The scope included the design and production of a portfolio of marketing pieces, digital promotions, targeted communications, signs, and banners.

Be Noble, Inc. – Albion, IN

January 2019-April 2024

Operations Director

After being hired to serve as a Marketing Coordinator, I quickly advanced to Marketing Director and was later promoted to Operations Director, expanding responsibilities to include the management of tax abatement applications and processing, special event planning, and project management.

- **Expanded community engagement and awareness, enabled personal and professional growth, enhanced community pride, and increased civic leadership** - I single-handedly led the development and launch of the county's first servant leadership training academy in more than twenty-five years. Through collaborative leadership, I secured over \$80,000 in seed funds by proposing measurable outcomes, established a budget, gathered proposals, secured venues and caterers, managed contracts, developed course schedules, and coordinated kick-off and graduation events.
- **Enhanced community inclusion; increased community awareness of assets and pride; and enhanced networking and collaborations to improve local quality of life** - I led a committee that developed a vision for a community event to bring residents, businesses, organizations, and institutions back together after the pandemic. I single-handedly executed the vision and produced NoblePalooza, an Expo to Thrive, featuring more than one hundred booths organized over two floors of a local community center. I used digital technologies and other resources to make floor plans, manage data, communicate, ensure compliance with applicable policies and regulations, and promote the event to attendees.
- **Increased office efficiency, enhanced data management and analysis, and cut costs to enhance sustainability** - Self-motivated to adopt technologies, I led the acquisition, installation, and administration of Google Suite for Non-Profits, Microsoft 365, and Hubspot, and trained and supported my colleagues to use the applications.
- **Expanded access to funding, enhanced corporate communications, and expanded public engagement enhance sustainability** - Drawing on non-profit leadership experience, I led an

organizational restructuring and re-branding project. I wrote new corporate documents and achieved a 501(c)3 determination, designed a new logo, collateral materials, multiple websites, and expanded social media channels.

- **Expanded the local entrepreneurial ecosystem to enhance stakeholder services and spur economic growth** - I single-handedly defined, planned, and executed the launch of SHOPNoble, a brand and digital platform featuring an interactive website directory of locally owned small businesses, giving business owners and entrepreneurs easy access to local resources to start and grow businesses.

Professional Animal Retirement Center, Inc. – Albion, IN **February 2006 - January 2019**
(doing business as Black Pine Animal Sanctuary)

Executive Director

After volunteering in an administrative and retail management role for several years, I was hired to serve as Director of Development and later promoted to Executive Director.

- **Opened a new facility and advanced from an early-stage to a mature non-profit organization, achieving an international industry accreditation** - I led the relocation project, moving over eighty exotic and dangerous animals safely to a new location and oversaw the construction, from the ground up, of multiple buildings, habitats, and public service facilities. This charity project engaged the community and brought together local contractors and volunteers who donated and discounted their services. The project required the successful development and execution of multiple fundraising campaigns and grants, and the oversight of restricted fund accounts, excellent internal and external communications, effective public and media relations, successful fundraising event plans, and more.
- **Enhanced sustainability to fulfill the mission long-term and avoid dissolution and animal displacement** - In the wake of a conflict with the landowner, the sanctuary was forced to search for a new location on which to operate. As a local resident and connector, I led community conversations, attended government meetings, and completed the necessary steps to secure a long-time lease and legal use of public property to relocate and save the sanctuary and animal residents.
- **Expanded capacity, contained costs, and enhanced career pathways within the industry** - I led the development of volunteer and internship programs, welcomed, mentored, and trained hundreds of individuals including more than 125 college and post-graduate students. My work included writing and editing thousands of pages of how-to training manuals, developing, and executing training programs, establishing and monitoring safety protocols, establishing data tracking systems and reporting tools, and more.

Technical Skills

- Windows
- Android
- Microsoft 365
- Google Suite
- Hubspot
- Photoshop
- Premiere Elements
- Canva
- Wordpress
- Wix
- Square
- Wufoo Forms
- Survey Monkey
- SmartDraw
- MailChimp
- Facebook
- X (formerly Twitter)
- LinkedIn

Honors & Awards

- 2023 Citizen of the Year, Albion Rotary Club
- 2023 Influential Women Award Recipient (Northeast Indiana) KPC Media Group
- 2015 Best Use of Social Media - Facebook (Northeast Indiana) KPC Media Group

Community Service

- Albion STAR Team, board president
- Albion Chamber of Commerce, member and past treasurer
- Albion Redevelopment Commission member
- Hometown Collaboration Initiative (HCI) former Albion team member and advocate
- Noble County Convention and Visitors Bureau, founding former board member and past president
- Black Pine Animal Sanctuary, founding former member and past president
- Eta Theta Chapter Tri Kappa, inactive charter member

Professional References

Gary Gatman, former Executive Director, Be Noble Inc.; Multiple Director, local nonprofit boards

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Michael Lemmon, CEO, Whiteshire-Hamroc

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Grace Caswell, Executive Director, Noble County Convention and Visitors Bureau

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