

Sheila Ross Luber

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WORK HISTORY & EXPERIENCE

Sheila Ross & Associates, Phoenix 1998–Present **Owner & Principal**

Develop campaign strategies and content for marketing communications, advertising and public relations across print, digital and broadcast media. Write clear, compelling copy communicating attributes, advantages and benefits of companies and their products and services. Effective leader. Excellent collaborator. Strong communicator. Serve B2B and B2C clients, and agencies.

Innova Software Group/Gateway Data Sciences Corporation, Phoenix 1995–1998 **Director of Corporate Marketing**

Created and implemented marketing plans and communications programs for retail enterprise software provider. Prepared budgets and tracked ROI; managed product introductions, exhibitions and conferences; handled media relations; wrote and produced sales collateral, white papers, articles, advertising, press releases, presentations, sales letters, scripts and website.

- Refined corporate identity, enhancing market visibility and credibility
- Championed integrated marketing, crafting unified “voice” for internal/external communications
- Led Joint Application Development sessions to expedite software design and rollout
- Expanded messaging beyond features for five applications, spotlighting customer use and value

Acoustic Imaging Technologies Corp., Phoenix 1991–1995 **Manager, Worldwide Marketing Communications**, promoted from Marketing Communications Manager, Marketing Specialist

Directed marketing communications, advertising and public relations for medical equipment manufacturer. Developed marketing plans, lead generation programs, campaigns and key messaging; managed resources and budgets; wrote and produced multi-channel materials; tracked results. Received three awards for marketing excellence from the Medical Marketing Association.

- Wrote White Paper positioning technology and products in global market
- Successfully launched two ultrasound devices, managing \$1M budget per annum
- Tripled number of leads in pipeline as well as media coverage
- Produced company exhibition at world’s largest medical imaging show

A&C Enercom Incorporated, Phoenix 1985–1991 **Director of Marketing**, promoted from acting National Sales Director, Marketing Communications Manager, Marketing Support Manager, Proposal Writer

Involved in wide range of marketing and sales management activities for national energy utility consulting firm providing conservation and energy efficiency project management, software and services. Reinvented proposal package and won \$5 million client contract, and first promotion, within five months of hire.

TRAINING & EDUCATION

Practical Software Product Management, Pragmatic Marketing, Inc.
Producing Effective Newsletters and Successful Direct Mail, Padgett Thompson
Bachelor of Science, Ohio State University, Columbus, Ohio