

# Lee Ann Obringer

## Marketing Communications and Design

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### Summary

Lee Ann Obringer has experience in developing and implementing all facets of marketing communications. She is skilled in planning and implementing marketing and media programs, graphic design, Web page design and maintenance, presentation design, and writing and editing marketing and technical documents. She has developed a broad variety of marketing materials, including advertisements, direct mail, newsletters, brochures, Web sites, trade show exhibits, and press releases. She is adept at explaining technical matter in layman's terms, having written more than 60 articles for HowStuffWorks.com and other publications and provided communications support to companies in industries ranging from radiology, pharmacy, and home health care to motion analysis technology, information technology, and safety. As director of marketing for ELB & Associates, Ms. Obringer was responsible for developing and implementing all aspects of corporate and divisional marketing plans.

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### Highlights

#### Market Research

**Performed extensive market research** as part of duties both as marketing director and as director of marketing communications.

#### Technology Marketing

**Wrote various print and online marketing materials for a wide range of technologies.** Materials included technology descriptions for Internet-based marketing, which were based on patents and other background material and summarized the technology's function, advantages, and potential applications. Other marketing efforts include one-page fact sheets about a technology's potential applications and benefits as well as Web pages with more technical detail.

**Developed technology marketing Web sites.** Effort included writing or editing text for site in some instances, as well as site design. Content included photos, downloadable patents and technical papers, and video demonstrations.

**Developed three slide presentations** for NASA management to deliver to outside audiences on technology topics.

**Designed 2001 Technology Transfer Report for NASA Goddard Space Flight Center.** Effort included designing the print version as well as converting the print version to an online publication available over the Internet.

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### Experience

Marketing: 19 years

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### Technical Expertise

Marketing Communications

Marketing/Media Planning

Graphic Design

Web Site Design

Print Production

Technical Writing

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### Education

B.A., Journalism (advertising sequence), outside concentration in marketing, Univ. of North Carolina, 1986

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### Employment

**Freelance Marketing Communications & Design Consultant, 2000–present**

**HowStuffWorks, Inc., 2001–present**  
Writer

**U.S. HealthWorks, Inc., 1996–2000**  
Director, Marketing Communications

**ELB & Associates, Inc., 1987–1996**  
Director of Marketing, 1994–1996  
Advertising Manager, 1988–1994  
Technical Writer (*ELB Monitor*), 1987–1988

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## Highlights

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### Technology Marketing

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**Wrote 2002 Technology Transfer Report for NASA Goddard Space Flight Center.** Booklet summarizes the activities of the Technology Commercialization Office in an attractive, easy-to-read format. Also, converted print version to online version.

**Redesigned Web site for a major research university and for NASA Goddard Space Flight Center's Office of Technology Transfer.** Effort included reorganizing existing content, gathering new content, and creating a new site design.

**Designed Web site for NASA's Partnership Portal,** an online searchable database of partnership opportunities with NASA. Effort included assisting with organization and structure of data for presentation and ease of use, editing content, and designing site.

**Designed trade exhibit displays** for a company that provides validation and software development solutions for the life sciences industry; a company that provides benefits for the staffing industry; and a company that provides safety, health, and industrial hygiene services.

**Wrote, organized, and designed Web sites for over 25 companies and associations** in industries ranging from healthcare and business consulting to real estate and restaurants.

**Wrote and designed brochure** promoting motion analysis technology. Technology benefited worker training and assessment; sports performance; clinical rehabilitation; and military, law enforcement, and safety applications.

**Edited and designed corporate brochures** for an IT consulting company, an on-site orthopedic program, a medical instrumentation company, a radiology group, a home health care services company, safety and health consulting company, and employee benefits company. Edited text, selected photos and colors, and managed print production of two-color and four-color documents.

**Developed and implemented corporate and divisional marketing plans.** Efforts included design and planning of direct mail projects, ad development and placement, press releases, Web site promotion, and internal communications.

**Managed trade show schedule and exhibit booth display** for an occupational safety and health consulting firm. Attended national shows frequently to perform market research for future planning.

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## Associations/Licenses

Member, Society for Technical Communication

Member, International Webmasters Association/HTML Writers' Guild

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## Awards/Honors

3 Awards for Excellence and 3 Merit Awards for publications and Web sites submitted to the Carolina Chapter competition for the Society for Technical Communications, 2001–2005

Wrote winning application for NASA Goddard Space Flight Center's 2005 award for Excellence in Information Science & Technology (IS&T) for Goddard's Hierarchical Segmentation Software.

Wrote two winning applications in 2004 for the Regional Federal Laboratory Consortium (FLC) Awards for Excellence in Technology Transfer for NASA Goddard Space Flight Center's Hierarchical Segmentation Software and GPS-Enhanced Onboard Navigation System.

Wrote four winning applications in 2004 for NASA Space Act Board Awards for NASA Goddard Space Flight Center's GPS "Compound Eye" Navigation and Attitude Sensor, Gear Bearings, Holographic Circle-to-Point Converter, and SHARM Software.

Wrote winning application in 2005 for NASA Space Act Board Award for NASA Goddard Space Flight Center's Carbon Nanotubes technology.

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## Highlights

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### Training

**Developed presentation materials** for instructor-led training, including slides, PowerPoint presentations, and handout materials.

**Produced six training videos** based on workplace safety standards from the Occupational Safety and Health Administration (OSHA) for use in industrial training for employees. Edited script, directed scene layouts, and directed actors. Worked closely with content experts and video production company to bring the projects to completion.

**Produced eight employee training booklets** based on OSHA standards for worker safety. Edited text, produced graphics, designed layout, and oversaw production of the booklets.

### Other Experience

**Wrote more than 60 articles on business practices and other topics** for HowStuffWorks.com, an online information resource and media company. Conducted research to gather background data needed to create text.

**Designed, wrote, and/or edited a variety of documents**, including in-house and client newsletters, product packaging, company logos, letterhead and business cards, business identity documents, and software user guides.

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## Publications

How 401(k) Plans Work  
How 529 Plans Work  
How Anthrax Works  
How Banks Work  
How Business Identities Work  
How Car Financing Works  
How Car Leasing Works  
How Credit Reports Work  
How Credit Scores Work  
How E-Learning Works  
How Marketing Plans Work  
How Discovering Your Ideal  
Business Works  
How Divorce Works  
How Dreams Work  
How Finding Startup Capital Works  
How Finding Office Space Works  
How Hiring and Training Your Sales  
Team Works  
How Navy SEALs Work  
How Top 40 Music Works  
How Tipping Works  
How Niagara Falls Daredevils Work  
How Online Degrees Work  
How the Euro Works  
How the Fed Works  
How Operations Works  
How Trade Shows Work  
How Writing a Business Plan Works  
How Planning Your Online Business  
Works  
How Promoting Your Online  
Business Works  
How Sales Tips and Techniques  
Work  
How Self-Inflating Tires Work  
How Setting Up a Home Office  
Works  
How Building Your Online Business  
Works  
How Virtual Offices Work  
How Employee Compensation and  
Benefits Work  
How to Hire the Best Employees  
How OSHA Works  
Finding Office Space  
How Déjà vu Works  
How Health Insurance Works  
How “Cooking the Books” Works  
How Artificial Sweeteners Work  
How Bookies Work  
How Divorce Works  
How Tarot Cards Work  
How Love Works