

Lisa R. Kosan

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Profile

Award-winning communications professional with 20+ years journalism, project management and marketing experience. Brings an engaging approach to collaborative work. Consistently sought after by peers and upper management as adviser based on depth and range of knowledge.

Expertise

- ◇ Synthesize Complex Material into Accessible Information
- ◇ Write with Passion and Authority
- ◇ Integrate Visual and Written Design
- ◇ Engage Audiences
- ◇ Manage Creative Thinkers, Publications and Websites

Experience

- ▶ **Director of Creative Services, Peabody Essex Museum, Salem, Mass.** 2011-8/2016
 - ◇ Established editorial, design and photographic aspects of all marketing publications including the members' magazine, exhibition materials, invitation suites, membership and development collateral and ads.
 - ◇ Successfully worked with players in all museum departments to maintain high standards for written communication and a characteristic institutional voice.
 - ◇ Reliably translated complex and intellectually demanding information and ideas into vivid communication materials.
 - ◇ Provided effective leadership by example to a highly creative, individualistic staff.
 - ◇ Managed interpretation and communication of brand positioning in print and digital publications.
 - ◇ Improved quality and efficiency of department workflow by reorganizing team that annually produced six magazines, more than 500 print jobs and thousands of digital images for use in social media and high-end museum catalogs.
 - ◇ Streamlined department's \$230,000 annual budget. Successfully advocated for staff development and travel with offsets in production costs: gradually reduced *Connections* members' magazine cost per issue by 28 percent by changing paper stock and reducing waste in color correction, image use and post-production edits.
 - ◇ Chosen by Chief Philanthropy Officer to exclusively interview and write profiles of high-level donors and prospects to generate revenue streams and good will for Development Department.



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- ▶ **Managing Editor/Editorial Director, Peabody Essex Museum, Salem, MA** 2004–2011
 - ◇ Managed, wrote and oversaw production and design of members' magazine published six times annually.
 - ◇ Supplied editorial content for all museum departments.
 - ◇ Provided consistently smooth project management with flair and accuracy.
 - ◇ Promoted to Director of Creative Services.

- ▶ **Editor (contract), *artMatters*, School of the Museum of Fine Arts, Boston** 2002–2009
 - ◇ Authored compelling profiles of alumni artists that highlighted prestige of donor base and raised funds for endowment and annual giving.

- ▶ **Managing Editor, HCPro Inc., Marblehead, Mass.** 1999–2004
 - ◇ Authored online courses for safety officers and nurses that generated new revenue streams.
 - ◇ Edited books and an updatable handbook of federal policies for facility engineers, safety officers and health professionals.

- ▶ **Editor, Reporter, Ottaway Newspapers/Dow Jones** 1987–1999
 - ◇ During 12 years with New York-based company's newspapers in Eastern Massachusetts, initially as a reporter with the *Beverly Times*, *Peabody Times* and then as Massachusetts Statehouse correspondent, expanded enterprise coverage of city and state government, federal courts, education and business.
 - ◇ Promoted to city editor and then metro editor of the *Salem News*.

More

- ▶ **President, Board of Overseers, Jewish Journal MA, Salem, Mass.**
 - ◇ Successfully led 21-member governing board and newspaper staff through the loss of editor and publisher and extensive fundraising drought.
 - ◇ Hired new editorial team and liaised with philanthropic leaders to keep the newspaper solvent.
 - ◇ Established parameters of new website to engage audiences and grow younger readership.
 - ◇ As head of editorial committee, guided editor with story selection, editorial tone and critique.

- ▶ **Communications and Marketing Officer, Temple B'nai Abraham, Beverly, Mass.**
 - ◇ Generated publicity campaigns and marketing materials for Sisterhood Board's annual fundraising events that brought in record audiences.

- ▶ **Marketing & Communications Director, Clark School for Creative Learning, Rowley, Mass.**
 - ◇ Developed successful admissions campaigns, press releases, ads and newsletters for K-12 private school's marketing materials and internal communications. Helped steadily increase enrollment.



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Education

Boston University, College of Communication, Master of Science, Journalism

University of Michigan, Residential College, Bachelor of Arts, Journalism/Communication and Anthropology

Presentations/Awards

Panelist, American Society of Journalists and Authors: “Shaping Your Brand, New Strategies for Writing Consultants” (May 2017)

Presenter, New England Museum Association: “Storytelling Across Platforms” (June 2014)

American Alliance of Museums, excellence in publication design and marketing collateral

New England Museum Association, award-winning members’ magazine, excellence in publication design and marketing collateral

Jewish Journal MA, President’s Award

Parenting Publications of America, excellence in writing

Of Note

- ◇ Rearranging office furniture is a good foil for writer’s block.
- ◇ Favorite noun at the moment: binder clip