

MARIANNE T. HOULE

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SUMMARY Over 20 years of marketing communications experience with significant achievements in the creative development of:

- ❖ Website design and development
- ❖ Business communications
- ❖ Consumer education/information
- ❖ Print advertising and collateral

Over the past ten years, I have expanded my writing and design expertise most notably in:

- ❖ Small business marketing
- ❖ Interactive training programs
- ❖ Healthcare and medical writing
- ❖ Catalog marketing

BUSINESS PHILOSOPHY

To contribute to the growth and success of my clients by providing creative marketing communications services supported by sound marketing strategy, practical implementation, and the highest professional standards.

WORK EXPERIENCE

2002 – **HOULE MARKETING COMMUNICATIONS/HMC WEB!**
Present 109 N. Emerson Street
Mt. Prospect, IL 60056

Web design and development: Expanded personal expertise in 2002 to include planning, design, and execution of business and association websites. Proficient in Adobe Photoshop, InDesign, ImageReady, Dreamweaver, Flash MX, Microsoft Word, FrontPage, PowerPoint, and Quark Express.

WEBSITES

www.TheRelationshipStudio.com
www.CasasLindasDevelopmentCorporation.com
www.NicolosiFitch.com
www.WeJamm.com
www.NicolosiMovers.com
www.CongUCC.org
www.HMCWeb.com

1987-2006 **HOULE MARKETING COMMUNICATIONS**

Creative services: Developed corporate communications, catalog marketing, sales support, training, and advertising materials for Chicago-area businesses, associations, and agencies. Worked with in-house creative departments on pilot programs, as a copywriter/editor and graphic designer/illustrator.

Research: Conducted independent research and in-depth interviews with healthcare professionals. Participated in focus group research for children's direct mail program.

1980-1987 **JAMES E. RUTHER AND ASSOCIATES, INC., ADVERTISING**
Chicago, IL

Creative Director - 1981/1987
Copywriter/designer - 1980

Creative development and production: Coordinated production of agency projects for professional/trade advertising with major accounts in dental, veterinary and cosmetic chemicals fields. Created marketing campaigns for print, mail, audio-visual, sales support and convention/trade shows. Served as chief agency copywriter and layout artist.

Account service: Worked with client R&D departments, conducted interviews and participated in focus group sessions. Helped develop short- and long-range strategic plans. Prepared and participated in new business presentations.

1976-1980 **CENTEL CORPORATION**
Chicago, IL

Public Relations Staff Writer - 1980
Public Relations Staff Artist -1976/1980

Contributed to the development and production of corporate publications and local advertising materials for telephone, electric, cable and business systems.

1972-1974 **ST. SCHOLASTICA HIGH SCHOOL**
Chicago, IL

Art Teacher -1972/1974

EDUCATION

ILLINOIS INSTITUTE OF ART, Schaumburg, IL
Certificate of Professional Development: Web Design, 2002

ROOSEVELT UNIVERSITY, Chicago, IL
MS in Marketing Communications, 1984.

AMERICAN ACADEMY OF ART, Chicago, IL
Two-year study of graphic design and illustration, 1973-1975.

EASTERN ILLINOIS UNIVERSITY, Charleston, IL
BFA, 1972, BS in Education, 1972.

PUBLICATIONS

Scripture Out Loud: Dramatic Readings For Lent and Easter, Marianne T. Houle and Jeffrey L. Phillips, Augsburg Fortress Publishers, Minneapolis, MN, 1999.