

Eve D. Lane

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SUMMARY

Accomplished and results-driven marketing professional with over 25 years of experience. Proven ability to leverage business acumen, technology, and graphics design expertise to develop and deliver winning proposals and impactful marketing collateral in various mediums while meeting stringent deadlines. Most recently solely directed all aspects of corporate marketing initiatives contributing to 200% growth in revenue. Extensive background in EPC contracting business administration serving the commercial and industrial manufacturing markets. Versatile, motivated self-starter able to work independently or in a collaborative environment.

EXPERIENCE

MARKETING & WEB DESIGN CONSULTANT, Charlotte, NC (2016 - Present)

- Consulting services including web design and set up, graphics design, proposal management and development, presentation design and development, literature design. Provide professional photography services to commercial, industrial, and real estate market.

INDUSTRIAL PIPING, INC., Charlotte, NC (2005 – 2016)

Marketing Director

- **Marketing**
 - Managed customization, implementation, administration, and company-wide training of *Salesforce.com* CRM platform to provide Board of Directors and all levels of management with visibility into leads/opportunity pipeline, sales forecast, proposal status, win/loss ratio and overall sales performance reports.
 - Championed corporate rebranding efforts with a focus on maintaining the company's 70-year legacy while communicating renewed vision, mission and guiding principles.
 - Designed creatives and produced content for all company literature, flyers, presentations, business cards, and other marketing material to maintain global consistency with company's message and rebranding.
 - Solely managed and performed all aspects of the design and development of company's website, including content development, front-end development, graphics design, photography, and browser compatibility to achieve a responsive web presence consistent with the company's message and rebranding.
 - Crafted, reviewed, edited, and approved internal and external communications to ensure consistent corporate message and branding experience.
 - Conducted interviews with project management staff to develop descriptive project profiles and case studies for use in proposals and marketing material.
 - Participated in creating and updating corporate guidelines and policies, HSE manuals, employee manuals, and general corporate documentation.
 - Directed and performed professional photo shoots of project sites, products, events, and employees.
 - Organized and managed all aspects of company's event marketing including trade show booth layouts, graphic designs, logistics, pre-show marketing/advertising campaigns, travel and attendance.
 - Facilitated and organized all internal corporate events, including strategic planning meetings, team-building events, company's 70th anniversary celebration, Christmas luncheons, employee recognition program and more.
- **Contractor Prequalification Administration**
 - Administered all client prequalification requests in various formats, including AIA forms, for every business unit by compiling relevant safety, quality, capacity, capabilities, financial and general corporate data.
 - Continuous monitoring and compliance of client-required electronic qualification/auditing platforms such as ISNetworld, BROWZ, PICS Auditing, PowerAdvocate, and other similar platforms.
- **Proposal Management**
 - Analyzed details of client requests for proposals (RFPs/RFQs) to ensure full understanding of scope of work and compliance with requirements.
 - Led all phases of proposal preparation process by collaborating with each business unit's estimating and project management teams to produce responsive and winning proposal packages for industrial construction projects ranging from \$1MM to \$80MM.
 - Crafted outline and produced relevant non-technical sections to include safety, quality, qualifications, resumes, etc.

Company Officer (Corporate Secretary)

- Contractor License Compliance and Administration: Managed contractor licensing compliance in over 13 States for 25+ trade licenses including General Contractor, Mechanical, HVAC, Plumbing, Fire Protection, Construction Management, and Heavy Industrial classifications. Ensured qualifying parties maintained required continuing education as defined by various state laws and regulations.
- Secured Bonding, State-level Certificates of Authority, and city/county-level business licenses as necessary to comply with clients and state laws and regulations.
- Facilitated and attended quarterly Board of Directors Meetings, as well as advised board members on sensitive corporate issues.

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GE PLASTICS, Charlotte, NC (2001 – 2005)

Graphics and Web Design Consultant

- Provided graphics design and front-end development services to several GE Plastics business units (including GE Polymershapes and GE Polymerland)
 - Designed all printed literature to meet the standards of GE's rebranding guidelines.
 - Designed consumer product packaging
 - Designed retail displays and product sheets to comply with GE's standards as well as individual retailer's standards
 - Designed tradeshow booth layout and graphics
 - Designed ad layout and graphics for trade magazines
 - Developed website templates for use by various business units to maintain branding and look-and-feel consistency.

VF CORPORATION, Greensboro, NC (2000 – 2001)

eCommerce Web Designer

- Front-end development and graphics design for the e-commerce group which provided clients customized B2C web solutions to offer branded apparel and merchandise.

ELLISON WINDOWS & DOORS, Lexington, NC (1998 – 2000)

Technical Support

- Provided desktop technical support to 100+ employees, including new workstation setups, software installations and updates, troubleshooting, network configurations, and general helpdesk functions.

J.A. JONES MANAGEMENT SERVICES, INC., Charlotte, NC (1995 – 1998)

Proposal Manager

- Led a proposal development team of 6 desktop publishers and graphic designers.
- Analyzed details of government requests for proposals (RFPs/RFQs) to ensure full understanding of specific requirements.
- Managed all phases of proposal publishing process including proofreading, editing, and final assembly of proposal packages for federal government management services contracts valued up to \$200MM.

INDUSTRIAL PIPING, INC., Charlotte, NC (1988 – 1995)

Assistant to the President/Office Administrator

- Developed and implemented electronic templates and forms to create more efficient processing of requisitions, purchase orders, and packing slips.
- Participated in development of corporate procedures and policies manual
- Assisted project management and estimating team with material take-offs
- Prepared subcontractor RFQ submittal packages
- Published proposals in compliance with client requirements
- Assisted President with corporate communications and general administrative functions

SOFTWARE/TECHNICAL PROFICIENCIES

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat) • Microsoft Office Suite • Prezi • Salesforce.com • Sharefile by Citrix • FTP Clients • WordPress • HTML • Javascript • E-commerce platforms • Photography • Social Media

EDUCATION/CERTIFICATIONS

- High Point University, High Point, NC, Computer Science Studies – 1999
 - North Carolina Notary Public
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