

## **DIANE L. SCHIRF**

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### **PROFILE**

Versatile communications and writing professional with consulting, project management, corporate and employee communications, marketing and public relations, and digital content management experience.

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### **PROFESSIONAL EXPERIENCE**

#### **Vi (formerly Classic Residence by Hyatt)**

**Digital copywriter**

**April 2010 to October 2010**

**Senior copywriter**

**May 2001 to March 2010**

**Marketing and public relations copywriter**

**January 1999 to April 2001**

- Managed outside website consultant and developed, implemented, and managed website content.
- Recommended and implemented digital marketing strategies to generate and engage leads. Wrote copy for print and digital marketing.

#### **TOP ACCOMPLISHMENTS**

- Drafted Vi tone and style guide after rebranding.
  - Key member of multidepartmental teams overseeing three website redesigns with implementation of content management systems. Managed freelance and in-house copywriting efforts. The website has become Vi's primary and most cost-effective generator of nonreferral leads and sales.
  - Managed development and implementation of first iteration of SHS (affiliate company) website.
  - Researched and procured quality, cost-effective content provider through mutual contact.
  - Worked with consultant to implement initial pay-per-click lead generation campaign.
  - Member of public relations committee that managed grand opening celebration for Vi at The Glen. Coordinated activities and volunteers from Chicago office.
  - Developed press kit, including fact sheets, backgrounders, and executive management biographies.
  - Cofounded public relations task force consisting of corporate and community representatives.
  - Managed development of *Classic Living* and *Money Matters* (marketing publications) and employee newsletter, *Connections*.
  - Wrote and reviewed departmental policies.
  - Work honored with numerous Mature Media Awards. Second iteration of website received PRSA Chicago Skyline Tactics Award.
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#### **Coopers & Lybrand LLP (now PricewaterhouseCoopers LLP)**

**Communications consultant**

**July 1995 to July 1998**

**Communications associate**

**February 1994 to June 1995**

- Assisted clients and senior consultants with development of strategic employee communications proposals, plans, and budgets.

- Developed and wrote employee benefits communications, including summary plan descriptions, highlights brochures, newsletters, open enrollment materials, survey feedback reports, benefit statements, video scripts, and posters.
- Worked with clients and graphic designers to develop creative look for communications campaigns.
- Managed communications process, including initial drafting, design, printing, and distribution, working with print and fulfillment vendors, freelance graphic designers, and in-house writers.
- Wrote proposals for employee communications projects.
- Performed peer and technical reviews.

#### **Editor/proofreader**

**September 1983 to February 1994**

- Wrote and edited newsletters and marketing group publications.
- Edited client and internal documents for grammar, clarity, consistency, technical accuracy, and style.
- Tallied results from a Coopers & Lybrand/Mental Health Association of Greater Chicago survey of local employers and co-wrote presentation and article.

## **VOLUNTEER EXPERIENCE**

### **Lincoln Park Zoo**

#### **Docent**

**January 1990 to September 2004**

Led general public and group tours and behind-the-scenes VIP tours. Presented informal talks on and off zoo grounds. Interviewed docent candidates and acted as mentor for trainees. Features writer for *The Ark*.

#### **Docent day captain**

**April 1991 to March 1993**

Scheduled docents for activities and reported docent hours, activities, and visitor numbers. Ensured that Sunday docents complied with zoo policies. Supervised on-the-job training of provisional docents. Board member.

#### **Editor of *The Ark* (docent newsletter)**

**April 1995 to September 2004**

Distributed to volunteers, staff, and reciprocating zoos and institutions, *The Ark* was praised by zoo professionals, including retired Lincoln Park Zoo director Lester Fisher, D.V.M.

#### **Association of Zoo and Aquarium Docents (AZAD) 1993 Conference Transportation Committee Chair**

Arranged bus transportation for conference attendees to Shedd Aquarium, Lincoln Park Zoo, Field Museum, Brookfield Zoo, and Milwaukee County Zoo on \$15,000 budget. Rated "outstanding" on evaluation.

**Zoo-related publication:** Contributing author to *Encyclopedia of the World's Zoos* edited by Catharine E. Bell. Mauritius kestrel article cited in *The Ten Trusts: What We Must Do to Care for The Animals We Love* by Jane Goodall and Marc Bekoff.

## **EDUCATION**

### **University of Chicago**

Bachelor of arts, English language and literature • Dean's list, three quarters

## **CONTINUING EDUCATION**

- Basic and Advanced Manuscript Editing (University of Chicago Office of Continuing Studies).
- How to Do Corporate Communications, PR, and Marketing on the Internet (International Association of Business Communicators (IABC) and Ragan Communications, Inc.).
- IABC Conferences (San Francisco, California, and Chicago, Illinois). Introduced speakers in Chicago.