



Mary Auth
Marketing and
Public Relations
Strategies

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Resume

Education

University of Illinois at Urbana-Champaign; BFA. Graphic Design 1974
Illinois Agricultural Leadership Foundation 2002

Work Experience

Marketing and Public Relations Consultant/Contractor

Champaign, IL 1993-1994 and 1999 to present
Sacramento, CA 1994-1997

Working as a consultant/contractor has provided me a varied background in not only industries, but also activities – with a common focus on providing effective marketing and communications strategies.

Industries served:

- Agricultural cooperatives
- National and state soybean associations
- Fire service
- Seed certification associations
- Homeland security
- Agriculture/farms
- Legal
- Environmental and conservation
- National, state and local governmental agencies
- Non-profit organizations
- Community college

Services provided:

- Marketing and public relations plans, campaigns and implementation
 - Media relations and news releases
 - Web site design
 - Event planning
- Development, creation and implementation of various printed marketing materials
 - Annual reports
 - Research reports
 - Informational brochures
 - Direct mail marketing campaigns
 - Newsletters
- Meeting facilitation

Illinois Soybean Association

Bloomington, IL 1997-1999

Director of Special Projects. I returned to Illinois from California, joining the Illinois Soybean Association to serve as director for the Global Soy Forum and to oversee a number of projects, including the implementation of the Varietal Information Program for Soybeans (VIPS) and facilitation of the formation of the AgGuild of Illinois.

Fillman Advertising, Inc.

Champaign, IL 1976 – 1993

Progressively advanced responsibilities from *Art Director* up through *President* and *owner* of this advertising agency.

Fillman Advertising focused on agriculture and business-to-business clients and represented a variety of industries:

- State and national soybean industry
- Heavy and light industrial manufacturing
- Software and electronics industry
- Tourism

Notable Accomplishments

- 2011 – Recipient of First Place in Region IV National Agri-Marketing Association (NAMA) award for SoyIllinois booklet and finalist for SoyIllinois logo.
- 2010 – Successful implementation of internal corporate communication program for GROWMARK, a large agricultural cooperative.
- 2007 – Recipient of First Place in the Region IV National Agri-Marketing Association for outdoor advertising. The campaign also included billboards, roadside signs, fuel pump toppers, brochures and talking points for truck stop cashiers on the benefits of biodiesel.
- 2002 – Graduation from the Illinois Ag Leadership Foundation's program. The two-year program gave me the opportunity to study the agriculture industry – from leadership aspects to economics to international marketing. With the group, I traveled to Washington DC in the first year to study the legislative process. In the second year, I travel to China, Vietnam and Hong Kong to study international agricultural trade.
- 1999 – Global Soy Forum, of which I served as Director, was the culmination of two years work that included corporate fund raising to meet the \$1.3 million budget. The Forum took place in Chicago and attracted more than 1800 registrants from 63 countries.
- 1997 – For Sierra College in Rocklin, California, developed and implemented marketing strategies that increased summer session enrollment by 25% – exceeding the College's goal of 13%.

Civic Activities

Member of the East Central Illinois Human Rights Authority of the State of Illinois
Guardianship and Advocacy Commission

Member board of directors for CU Independence and Prairie Homes, Inc. - organizations that provide residential alternatives for the developmentally disabled.

***Complete details of work accomplished over 35 years can be
found at my web site: www.maryauth.com***