



Lori A. Crantford

317.258.7035 loriabc@comcast.net 1311 Kings Cove Court, Indianapolis, IN 46260 loricrantford.com

Personal Statement

I'm a writer and editor. A project manager, an organizer. I'm a communicator, a marketer and fundraiser. I'm a leader and a learner. Most importantly, I'm a doer and a strong believer in team.

Experience

SENIOR WRITER & PROJECT MANAGER, CVR – 2.2018-12.2024

Caldwell VanRiper is Indianapolis' oldest ad agency with a long-respected reputation for innovative, quality work. As a writer at CVR, I have continued to expand my writing portfolio in collateral, video, social media, outdoor media, radio, long-form articles, web and more for local, national and global clients in a variety of industries, from Allison Transmission, Harney & Sons Fine Teas, The Nature Conservancy of Indiana, Republic Airways, Central Indiana Orthopedics, FSSA's On My Way Pre-K, United Way of Central Indiana, Indianapolis Symphony Orchestra and more.

While initially hired as a writer, my organization and leadership skills were recognized when the opportunity came to add those talents to the agency through also taking on the Project Manager role. I am able to wear both my creative hat and my get 'er done hat. I very much enjoy helping to keep jobs moving, schedules updated and being on top of what's happening across the agency.

FREELANCE WRITER - 1.2017-2.2018

As a freelance writer, I worked with a variety of clients producing content ranging from telecommunications to parking technology, academics to non-profit, entrepreneurial sales database platforms and more. I have written articles, blog posts, RFP-response content, online class descriptions, emails, website content, radio and tv spots, press releases, etc.

WRITER/PROJECT MANAGER, RARE BIRD, INC. – 7.2013-12.2016

Full-service marketing firm specializing in creation of websites and e-commerce. Primary work:

- Create content for clients (web copy, emails, blog posts, press releases, printed materials).
- Consult with company president on client strategy and project implementation. Serve as client liaison.
- Oversee/direct workflow of 11 staff members in over 40 ongoing projects.
- Write Rare Bird blog posts and emails. Drafted all content for 2014 website redesign.
- Work directly with graphic designers on new website navigation and creative direction.
- SEO/SEM website work for newly launched sites and ongoing clients.

DIRECTOR OF COMMUNICATIONS, MARKETING AND DEVELOPMENT, ST. LUKE'S UNITED METHODIST CHURCH – 2000-2013

5800-member church with multiple services and extensive local/international outreach ministries. Oversaw all major communication and marketing efforts which covered all mediums, including print,

web, tv, radio, video, PR, OOH, internal and external communications. Wrote and edited monthly magazine.

BUSINESS DEVELOPMENT MANAGER, ICE MILLER DONADIO & RYAN – 1988-1993

**SALES PROMOTION MANAGER, DO IT YOURSELF RETAILING MAGAZINE,
NATIONAL RETAIL HARDWARE ASSOCIATION – 1988**

DEVELOPMENT ASSOCIATE, INDIANAPOLIS SYMPHONY ORCHESTRA – 1984-1987

Ancillary Projects

Writing

FREELANCE WRITER, PARENTS MAGAZINE // 1997-2000

Submitted seven essays which were nationally published

WRITER/CREATIVE DIRECTOR, "THE POWER OF ONE: INTO THE HEART OF HOPE" // 2004

- This documentary, filmed in Eldoret, Kenya, focused on the AIDS pandemic and the work being done by the joint venture of the IU School of Medicine and Moi University. The film aired regionally on WFYI in 2005
- **Emmy award winner**, regional Emmy for Outstanding Public Affair Programming - Specials category, September 2006

FREELANCE WRITER // 2008

- Authored workbook for a national series by Abingdon Press (named the series and developed overall concept for the workbook, handbook and DVD)
- Essay published in international book *Wine Dogs USA* 2. Was asked in 2015 for permission to reprint essay, one of the most popular, in new special coffee table edition.

WRITER/FUNDRAISER, HAITI EARTHQUAKE RELIEF // 2010

Traveled to Haiti in February, 2010 following the January earthquake. Wrote follow-up article about time spent with orphans and families to raise awareness. Spoke at fundraising event.

Editing

EDITOR, MIRACLE ON 86TH STREET, INKWATER PRESS // 2003

A book by Dr. E. Carver McGriff about the history of St. Luke's United Methodist Church

EDITOR, MAKING SENSE OF NORMANDY, INKWATER PRESS // 2007

A WWII memoir by army veteran Dr. E. Carver McGriff. Also served as advisor and freelance editor of two other self-published books.

PUBLIC SERVICE/FUNDRAISING/EVENT MANAGEMENT PUBLIC SCHOOL PARENT LIAISON // 1997-2000

Supported local public school in multiple roles, including leading major fundraising efforts

EVENT MANAGER // 2006

Secured national bestselling author Anne Lamott for a fund-raising conversation at St. Luke's. Responsible for coordination of all aspects of the event including planning and publicity.

ST. LUKE'S UMC FUNDRAISING CO-CHAIR, *NOTHING BUT NETS* MALARIA CAMPAIGN // 2007

- Attended national launch of *Nothing But Nets* at a reception for U.S. Senators
- Over \$80,000 was raised by local campaign to purchase lifesaving mosquito nets.

EVENT MANAGER // 2008

Invited and secured national bestselling author Elizabeth Gilbert for a fund-raising conversation. Responsible for coordination of all aspects of the event including planning and publicity.

Volunteer Work

VOLUNTEER MARKETING COORDINATOR, INTERFAITH HUNGER INITIATIVE // 2008-2013

- A city-wide, all-volunteer effort that raised awareness and funds while changing systems to help end child and family hunger in both Indianapolis and a county in Kenya.
- Spearheaded three major events, including a 2010 visit by the Dalai Lama to speak at the largest interfaith gathering ever held in Indianapolis, at Conseco Fieldhouse, raising \$70,000 for IHI.

Portfolio

Please visit my portfolio of work at www.loricrantford.com. My apologies, It is quite outdated, but you can visit harney.com/news and read every blog post attributed to Emeric Harney. I have written nearly 400 of them since May 2019.

Education

Olney Central College, Olney, IL // Associate Degree in Applied Sciences
Salem Community High School, Salem, IL // National Honor Society member & Honor Student

References

Furnished upon request.