

# A. LAURA STEF-PRAUN, PHD

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## EDUCATION

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### PhD 2010 The University of Chicago

**Major:** English Literature, Specialization Victorian British Literature and Disability Studies

**Dissertation:** "Twisted Spines, Fictional Freaks: Embodiment and Enfreakment in the Work and Reception of Harriet Martineau, Elizabeth Barrett Browning and Caroline Norton"

**Thesis Advisors:** Elizabeth Helsinger and Lisa Ruddick

### MA 2003 Purdue University

**Major:** English Literature

**MA thesis:** "Byron's Disability: Deformity and Spectacle"

**Thesis Advisor:** Dino Felluga

### BA 2001 Trent University, Ontario, Canada

**Double Major:** English and French Literature

**Undergraduate thesis in French:** "Sur les traces du surréalisme roumain"

**Year-abroad 1999-2000** Université de Nantes, Nantes, France

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## TEACHING APPOINTMENTS AND EXPERIENCE

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- Lecturer, Purdue University Mitch Daniels Business School, 2024-present
  - MGMT 33500 – Strategic Business Writing, Purdue University, Spring 2024-present
  - MGMT 29130 – Integrated Business and Engineering Seminar III
  - MGMT 59000 – Executive Presence: Leadership with Empathy, Purdue University, Fall 2024
  - MGMT 59000 – Executive Presence: Leadership with Empathy, Purdue University Online Summer 2024 and 2025
- Visiting Lecturer, The University of Chicago, PATHS Program, Intro to Content Marketing, Winter 2021 (I developed this course)
- Little Red Schoolhouse Lector, The University of Chicago, Winter 2008
- Teaching Assistant, Introduction to Poetry, The University of Chicago, Winter 2007
- Teaching Assistant, Virginia Woolf, The University of Chicago, Fall 2006
- English Composition Instructor, Purdue University, 2001-2003
  - Courses taught: English 101C, Computer-Based English Composition I (2 sections); English 102C, Computer-Based English Composition II (2 sections)
- OWL Writing Lab Tutor and ESL Conversation Leader, Purdue University, 2002-2003
- Facilitator for English 205, Form and Context in Literature, Trent University, 2000-2001
- Research Assistant in the French Department, Trent University, 1998-1999
- Middle School Eng. Teacher, Collège Théophane Venard–Sainte Agnes, Nantes, France, 1999-2000
- Tutor and Reading Circle Volunteer for Trent Students for Literacy, 1998-1999
- Adjunct English Teacher, Economic High School Virgil Madgearu, Bucharest, Romania, 1997-1998
- Private French Tutor, 2008-2009

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## INDUSTRY EXPERIENCE

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2020 – Present	<b>Founder, Lead Ghostwriter and Marketer</b> <b>Sharp Storylines LLC, Elmhurst, IL and Lafayette, IN</b>
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- Executive ghostwriter and content marketing consultant for clients in a range of industries located across the US

Sep. 2020 – Aug. 2022     **Accenture, Chicago, IL (Contractor through Paladin)**

### **Content Marketing Senior Manager for Talent and Organization**

- Managed Workforce Business Function Blog Channel
- Served as in-house writer and editor for research-based, internal and external communications

### **Marketing Manager for Industrial Equipment**

Supporting the team of the industrial vertical with global marketing programs, including broad industry awareness initiatives, integrated campaigns, research-based writing and social media.

- Internal and external communications: leadership emails, *Industrialist* newsletter, "Industrial Powered Newsletter"
- Social media: copywriting across all campaigns and best practices social training and profile raising for segment leads and industrial North America market leader
- Research-based writing: *The Industrialist Outlook Blog*, *Cybersecurity for Industrial*; *The Cloud Imperative for Industrial*
- Editing and proofing: *The Industrialist* digital magazine, *The Cloud Imperative* campaign materials, LinkedIn leader profiles
- Email list management

Jun. 2019 – Jan. 2020     **Baker McKenzie, Chicago, IL**

### **Global Senior Content Marketing Manager**

Led research-based writing campaigns globally, across 9 industries and 16 practice groups at a transformational time, as the firm centralized content creation globally.

- Launched seven major multi-asset campaigns in seven months, working cross-functionally with marketing teams in Asia, EMEA and the US, including Belt and Road Initiative, Africa Trade Agreement, Global Transaction Forecast, IPO Index
- Collaborated with editorial board, marcomms, research, design and attorneys across the firm to establish a scalable content strategy, closely aligned to marketing strategy and business goals; worked closely on channel optimization and integration
- Managed research team, writers and marketers to deliver compelling market-facing "stories," supported by data and aligned with business goals (e.g. for World Economic Forum collaboration and research-based theme for global chair)
- Hired and supervised global writers, contractors and third-party research agencies (e.g. Oxford Economics, Euromoney, The Economist)

Sep. 2018 – Mar. 2019     **iManage, Chicago, IL (a SaaS Company)**

### **Global Senior Content Marketing Manager**

- Drove core research-based writing and sales collateral and earned trust of C-suite, product marketing, sales leadership
- Increased global content pipeline by more than 100% (published 25 assets of research-based writing and publishing for US and EMEA in 6 months -- video scripts, white papers, blogs, infographics, webinars, datasheets); supervised four contractors and one agency

- Created 2019 content plan by aligning to sales segmentation and strategy; developed research-based writing positioning
- Identified external-facing opportunities across media, analyst and digital channels to promote cloud; worked with CIO and developed integrated multi-channel marketing campaign for zero trust security for cloud

Oct. 2014 –  
Sep. 2018

**Grant Thornton, LLP, Chicago, IL**

**Content Marketing Manager and Strategist – Technology (2016-2018)**

- Led mobile-first, multi-touch content marketing strategy for technology (digital content across all industries and services)
- Wrote and edited content on technology research-based writing (i.e. cybersecurity, blockchain, fintech, new technologies, cloud; digital transformation); created and maintained editorial calendar for technology digital assets; contributed to style guideline revamp; developed training materials and guidelines on processes and advised on content templates
- Supervised two content agencies, three contractors; provided editorial oversight for co-branded partnership with CFO Research
- Worked closely with marketing directors on specific technology campaigns (e.g. digital transformation), mapping content to support all aspects of the campaign (e.g. events, sponsorships, social media)
- Worked collaboratively with external communication team (PR), production team (design, digital), and sales to establish distribution strategy; partnered with digital to measure impact and lead generation of digital content initiative
- Ensured content integration across all channels (web, email, podcast, app content, whitepapers, paid and organic social)
- Increased awareness, engagement and consideration for new brand visual identity (launched in 2017); tracked and reported against key performance indicators; ensured content was optimized for SEO

**Higher Ed. and Non-Profit Marketing Proposal Specialist (2014-2016)**

- Developed sales enablement content on brand and strategy
- Created over 130 proposals and oral presentations (~ \$9M proposals/~\$2M wins; up to 6 simultaneous projects with deadlines within the span of two weeks); ensured best practices, AP style; worked with over 20 separate national US teams (5 to 10 partners, managers, associates)
- Partnered with design and integrated marketing teams to customize content for key accounts for ABM marketing
- Improved sales communications delivery methods and strategies by creating training materials for staff and contractors (35 writers) on grammar and AP style; training materials for shared service center in India

Sept. 2013-  
Oct. 2014

**Chicago Children's Choir, Chicago, IL**

**Associate Director for Institutional Giving**

- Client-facing role with foundation, corporate and major donors. Managed fundraising against budget of \$1M; annual pipeline of 60+ grants; brought in over \$60K completely new funding; hired, trained and supervised grant writer
- Ghostwrote content for various channels: emails to individual donors, social media, newsletter and annual report; assisted with event planning and managing vendors

Apr. 2012-  
Jul. 2013      **Chicago Opera Theater, Chicago, IL**

**Manager for Institutional Giving**

- Managed fundraising against budget of over 600K; 50-grant portfolio (including major private, corporate and gov. foundations and institutions: Mellon, MacArthur, Irving Harris, NEA, Boeing, Morgan Stanley, William Blair, Polk Bros)
- Assisted with event planning and managing vendors

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## **ADMINISTRATIVE APPOINTMENTS AT THE UNIVERSITY OF CHICAGO**

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Nov. 2010-Jun. 2011	<b>Higher Education Fellow for Career Advising and Planning Services (CAPS)</b>
Oct.-Dec. 2010 Jan.-Mar. 2009	<b>PRISM Graduate-Student Liaison between CAPS and the English Department</b>
Sep. 2008	<b>Office of International Affairs Student Aide</b>
2008 – 2009	<b>President of the Student Parent Group</b>

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## **ACADEMIC PUBLICATIONS AND CONFERENCES**

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*Martineau: Authorship, Society and Empire*. Eds. Ella Dzelzainis and Cora Kaplan. Manchester, UK: Manchester University Press, 2010. 38-51.

"Flowers and Sonnets in the Sick-Room: Elizabeth Barrett Browning's Engagement with Disability in *Sonnets from the Portuguese*," MLA, Chicago, December 2007

"Harriet Martineau's Domestication of Genius in *Life in the Sickroom* and in *Autobiography*," Harriet Martineau: Subjects and Subjectivities, Institute of English Studies, University of London, UK, April 2007.

"Unspeakable Bodies: Caroline Norton's Embodiments as Woman, Character, and Writer," British Women Writers Conference, University of Kentucky, April 2007.

"Fatigued Women Poets: E/Merging Bodies and Corpora in Elizabeth Barrett Browning's *Sonnets from the Portuguese* and *Aurora Leigh*," North American Victorian Studies Association Conference (NAVSA), Purdue U, August 2006.

"Invalidism and the Sonnet Form in Elizabeth Barrett Browning's *Sonnets from the Portuguese*," Mid-Atlantic Popular/American Culture Association Conference (MAPACA), New Brunswick, NJ, November 2005.

"Conversation Groups and the History of ESL at the Purdue Writing Lab: Why We Aren't Talking about Only Writing Here," East Central Writing Centers Association Conference (ECWCA), presented together with Serkan Gorkemli and Deb Rankin, Marietta College, April 2003.

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## **SERVICE / VOLUNTEERING**

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**The University of Chicago**

Introduced the content marketing field to humanities graduate students, focusing on reframing academic skills for an industry context.

- Speaker, alumni graduate event to promote careers outside the academe, May 2022
- Panelist, GradUConn 2020, Content Creation Panel, Apr. 2020  
<https://grad.uchicago.edu/graducon/>
- Career Talk: From Liberal Arts to the Private Sector, Sep. 2016  
Discussion with fellow UChicago alumni about leveraging a liberal arts background to build a career in the private sector.

### **Upwardly Global Volunteer**

- Career Mentor, May 2016-present  
Coached several immigrants and refugees to prepare for job interviews in the US, build their LinkedIn profiles and consider their career options.

### **Purdue University**

- Presenter on Non-Academic Careers for the College of Liberal Arts, Feb. 2020  
Presented on my career transition to the corporate world and did one-on-one coaching with graduate students interested in non-academic jobs.

### **Beyond the Professoriate** (<https://beyondprof.com/>)

- Webinar guest speaker for PhDs transitioning out of academia and interested in a content marketing career, Apr. 2019

### **The Versatile PhD**

- Contributed career transition story that became part of their paid service, Jan. 2010

### **Grant Thornton LLP**

- Marketing Brilliance Awards Committee, Aug. 2017 - Dec 2017
- United Way Grant Thornton Volunteer, 2016 – 2017

### **Executive Service Corps of Chicago**

- Panelist for professional development session for non-profit grant writing, Sep. 2014

### **American Cancer Society**

- Fundraising Committee Member, Walk and Roll Chicago, 2011-2012

### **Trent University**

- Volunteer Staff Writer for The Arthur and Shifting Borders, Trent University, 1998-1999

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## **PROFESSIONAL AND ACADEMIC FELLOWSHIPS, SCHOLARSHIPS AND AWARDS**

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### **Grant Thornton LLC**

- Finny Award Winner for Bundled Content, 2018

### **The University of Chicago**

- Rosenthal Foundation Dissertation-Year Write-Up Fellowship, 2008-2009
- English Department's Unendowed Fellowship, 2003-2007
- Nicholson Short-Term Graduate Research Fellowship, Spring 2009
- Provost's Summer Fellowship, 2007

- Marcia Tillotson Travel Award, 2005 and 2007
- Humanities Division Travel Award, 2007

### **Purdue University**

- Kathryn Mostel Award for Teaching Portfolios by Intro. Writing Instructors, Purdue U, 2002

### **Trent University**

- Trent International Program Full Scholarship, 1998-2001
- Entrance Scholarship, 1998-1999
- Peter Robinson College Fellows' Prize, 2001
- Louis and Bess Loftus Fellowship Bursary, 1999

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## **COURSES FOR TEACHING AND COACHING TRAINING**

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### **Mental Health First Aid**

- NAMI Indiana Blended Youth Mental Health First Aid, May 2024

### **Mentorcoach Training Program (<https://www.mentorcoach.com/>)**

- Positive psychology and ADHD coaching: College students, teens and parents, May-August 2022
- Blue 2010: Blue Sky Master Class -- 5-year goal setting course based on positive psychology, 2012 (Foundations, 2007)

### **The University of Chicago**

- Principles of Teaching Writing, Fall 2007
- Center for Teaching and Learning's Teaching Workshop, Summer 2006
- ENGL 50400 Teaching Undergraduate English, Fall 2005
- ENGL 50100 Graduate Teaching Colloquium, Spring 2004

### **Purdue University**

- Practicum Writing Lab Tutor, 2002
- Teaching First-Year Composition, 2001