

LAURA WILLIAMS

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EDUCATION

Leeds School of Business, University of Colorado, Boulder, CO 2013 – 2015
MBA Focus: Real Estate, Sustainability
Awards and Recognition: Fellowship for Student Leadership & Service, Bruce Harwood Memorial Scholarship
Smith College, Northampton, MA 2005 – 2009
BA Major: Art, Architecture and Urbanism, Dean's List 2008 – 2009
Denmark's International Study Program, Copenhagen, 2007 – 2008, Focus: Architecture

SUMMARY OF QUALIFICATIONS

Project Management and Leadership

- Team leader for group of 5 competing in NAIOP Rocky Mountain Real Estate Challenge
- Co-president of Net Impact Case Competition leading team of 15 to plan 3-day event within budget constraints
- Project lead for consulting project conducted for City of Boulder Facilities & Asset Management Department
- Logistics and operations coordinator for literary event with 1,000 attendees managed 21 staff and volunteers
- Director of start-up affordable art website involved in all phases of creation and realization of company

Design and Development Expertise

- Architecture and Urbanism undergraduate degree
- Responsible for 3 companies' website aesthetics and management
- Familiarity with entitlement process and city government development procedure
- Real Estate and Sustainability focused MBA coursework – Real Estate Finance and Economics, Sustainable Real Estate, Real Estate Law, and Land Use Law

Communications and Marketing

- Created content for blogs, newsletters, and social media for 5 different businesses
- Wrote press releases and proposals for a variety of organizations and private businesses
- Proficient in Adobe Creative Suite, WordPress, SquareSpace, Google Analytics, HootSuite, and Buffer App

EXPERIENCE

TRESTLE STRATEGY GROUP Boulder, CO May 2014 – Present
Special Projects Coordinator

Real estate consulting firm specializing in development & construction project management, and facilities planning & assessment

- Design and create content for website, write press releases, and complete other business development tasks
- Completed a space needs assessment for the City of Boulder Police Department facilities which included: conducting interviews, researching industry norms through standards and facility tours, aggregating notes and research to determine several courses of action, and presenting an operational and financial analysis for each option
- Other projects completed include: zoning and site use review applications, facility program diagrams, and researching available commercial property listings for a variety of clients

URBAN LAND CONSERVANCY Denver, CO May 2014 – Sept. 2014
Communications Intern

Nonprofit development organization whose mission is to preserve communities through real estate

- Created graphics materials and informational flyers, wrote blogs and newsletters, and prepared post-acquisition files
- Developed strategic marketing plan for Denver Shared Spaces, a sub-organization of ULC that included: an overview of marketing strategies, content ideas for social media, key performance metrics, and an editorial calendar

ANNE REED GALLERY and ART PROJECT A Ketchum, ID March 2011 – Aug. 2013
Director

- Interfaced with over 100 artists and agents to curate online exhibits, update website information, and manage sales
- Wrote and designed e-newsletters, blogs, outreach letters to designers, and social media posts
- Worked with Amazon.com as one of the select art gallery partners for the launch of Amazon Art

SUN VALLEY WRITERS' CONFERENCE Ketchum, ID July 2009 – July 2013
Operations Coordinator

- Volunteer 2009, hired as Operations Assistant 2010, promoted to Operations Coordinator Spring 2011
- Responsible for: Site setup & teardown, attendee registration & ticketing, gift shop sales, and supplies inventory & ordering

VOLUNTEERING

VOICES FOR CHILDREN CASA Boulder, CO Board Fellow Jan. 2014- Dec. 2014

- Created financial models to analyze the organization's funding mechanisms and real estate investment opportunities

BIG BROTHER BIG SISTER Hailey, ID "Big" Volunteer May 2011 – Aug. 2014