



LINDA BUCHNER MARKETING CONSULTANT

10805 W. 153rd | Overland Park, KS 66221 | (816) 916-4111 | linda@lindabuchner.com

Executive leader of marketing and public relations with a history of driving the growth of commercial and non-profit organizations. Essential experience leading and launching new organizations to achieve rapid success by securing a high brand profile and optimizing multi-channel marketing and outreach strategies. Demonstrates exceptional talent for cultivating relationships with key partners, clients, and contributors to form strong business networks increasing market potential, driving revenue growth, and establishing companies as industry leaders.

- Marketing & PR Leadership
- Digital Marketing Strategy
- Strategic Planning & Analysis
- Social Media Marketing
- Strategic Partnerships
- Market Research
- Business Development
- Creative Direction
- Event Planning
- Fundraising
- Donor/Sponsor Development
- Budget Planning & Management

PROFESSIONAL EXPERIENCE

MINDDRIVE

2010 – 2015

Co-Founder

MINDDRIVE uses real-world projects to teach urban students critical thinking, creativity, and entrepreneurship by expanding their vision for themselves. MINDRIVE is an out-of-school educational program, offering classes in specialized areas such as welding, CAD, auto mechanics, video editing, and innovative design.

Successfully co-founded and launched this organization to boost the self-confidence and life skills of Kansas City's opportunity youth. Established all initial plans and strategies, including formation of the board, governance, fundraising, curriculum, and budgets. Created a strong foundation and built a consistent, sustainable, growing program. Led all marketing and public relations to raise funds, grow the program's reach and profile, and forged partnerships with essential mentors, donors, corporate sponsors, volunteers, schools, and students.

- **Sustained a high profile for the organization** through comprehensive public relations across press coverage, radio and television promotion, influential blogs, and social media.
- Consistently **achieved annual and special fundraising goals** by planning and executing a wide range of events to engage donors and sponsors.
- Carefully **managed program budget to meet cost projections** for all programs, projects, operational costs, and special events, including trips for students.
- **Through strategic development and leadership, achieved critical success metrics:** increased students' high school graduation rate, with more than 80% of participants attending college or obtaining employment.

LINDA BUCHNER CREATIVE MANAGEMENT

2009 – 2010

Owner

Consulted with, conceptualized and designed strategic plans and initiatives to target specific business objectives, including brand visibility, revenue growth, public perception, and fundraising for non-profit organizations. Conceived and developed various sales programs, social media marketing campaigns, branding strategies, and advertising with a focus on marketing and communications to meet overall strategic plans.

- Leveraged **expertise in non-profit and not-for-profit sectors** to develop "cause" branding strategies.
- Led and facilitated various **training and workshops to foster a positive team dynamic** and the growth and collaboration of cross-functional teams at all employee levels.
- Planned and **executed successful marketing, recognition, and fundraising events**, working with clients to customize event "atmosphere and tone" in line with strategic purpose and company culture.

T2 + BACK ALLEY FILMS (now HINT)

2001 – 2009

Director of Marketing

Drove expansive business development by planning and executing annual marketing, advertising, and public relations strategies focused on growth through diversification, including cultivating relationships with rich lead potential, including organizations and government entities. Defined business direction and strategy as a member of the senior management team, leader of the sales personnel, and manager of advertising/marketing/PR partners.

- Consistently achieved **year-over-year revenue increases**, growing gross income from \$3.2M to \$6.2M by conceptualizing and driving various sales and marketing campaigns through the organization, the broader community and government.
- **Led rebranding of the company into forming the T2 Entertainment Division** to open new revenue streams in feature film trailer production, movie title design and broadcast identity design packages.
- Executed a **multi-channel digital marketing campaign to launch and drive the continued success** of T2 Entertainment, including web site development and design, social media strategy with creative content and an online forum, and interactive features such as community data-capture, games, and webisodes.
- **Facilitated the passing of a film production tax incentive bill** to raise the limit from \$1.5MM to \$4.5MM, resulting in increased film-making opportunities in Missouri; collaborated with the Missouri Film Commission and established relationships with State Senators to create a coalition in support of the bill.

LINDA BUCHNER

1999 – 2001

Arts & Entertainment Representative & Manager

Represented multiple commercial photography and production clients to grow public profile and exposure, secure and negotiate contracts, and develop comprehensive traditional and digital marketing and public relations strategies. Concurrently managed the Stamper Photographic Gallery to procure monthly exhibits and connect artists with buyers.

- **Represented photographers** Ron Berg (Kansas City), Michael Regnier (Kansas City), and Peter Walters (Chicago), and production company Gitchigumi Films (Kansas City).
- **Built the Stamper Photographic Gallery's reputation as a leading Kansas City gallery** by combining exhibit procurement, marketing strategy, and event planning to foster and sustain partnerships with collectors, sought-after artists, and influential media.
- **Boosted the exposure and bookings of clients** by researching and identifying target audiences in regional and national markets to shape successful sales strategy, publicity campaigns, and professional portfolios.

ADDITIONAL EXPERIENCE:

- *Art Buyer, BERNSTEIN-REIN ADVERTISING*
- *Project Coordinator/Sales Representative, ERNIE BLOCK PHOTOGRAPHY STUDIO*

AWARDS

Top 29 Most Influential Women in Business, KC Magazine, 2015
100 People Who Make KC a Great Place to Live, KC Magazine, 2014

VOLUNTEER POSITIONS

Kansas City Board Member, American Advertising Federation (AAF)
Committee Member, First Call Events