



RESUME

DEBRA L. LAIZURE

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LAIZURE MARKETING & PUBLIC RELATIONS, INC.

FORMERLY SUMMIT MANAGEMENT GROUP, INC.

2001-CURRENT

BIXBY, OK

Assists small to medium-sized businesses to create more value for their customers, improve operating efficiencies, enter new markets and increase their margins and revenues. Provides executive level advertising, public relations, website, event planning and marketing communications services. Clients include home builders/developers, manufacturers, Industrial, foodservice, hospice companies, municipalities, inventors and non-profit charities.

MARKETING MANAGER

TouchStar Technologies, LLC, a division of Williams

2000-2001

Tulsa, OK

Determined target markets, strategies and product positioning both competitive and technical. Developed launch plans for new product introductions. Provided leadership to TouchStar Solution Center marketing personnel in Europe, Asia/Pacific and Americas. Performed market analyses of current and new products including market definition, product viability, and competitive assessment. Produced collateral and marketing communications necessary to promote products through various channels of distribution.

MARKETING MANAGER

BS&B Safety Systems, Inc.

1999-2000

Tulsa, OK

Collaborated with BS&B business units to develop advertising, trade show, Internet, collateral and public relations messages for new and existing product offerings to targeted niche markets. Developed essential marketing programs to build greater brand awareness. Supported International BS&B affiliate organizations with cooperative marketing strategies. Monitored and maintained marketing budget and expenses, and provided the process for cost and/or recovery management.

MARKETING COMMUNICATIONS MANAGER

ELT, The Total Solutionsm Company

1996-1999

Broken Arrow, OK

Developed integrated marketing communication plan and promotional campaigns. Responsible for the strategic development and marketing for (4) business units of new and existing products through market research, production of collateral material, product packaging, advertising, trade shows, public relations activities and website management. Developed and managed marketing budgets for each business unit.

AFFILIATIONS / AWARDS / VOLUNTEER ACTIVITIES

- 2004 - 2011 Public relations coordinator for Angel Flight Oklahoma, non-profit medical transport airline
- 2008 - 2009 Team Leader, Business Coach, Goldstar referral clubs
- 2008 Tulsa Better Business Bureau Excellence in Customer Service Award
- 2006 Bixby Centennial committee member; Christmas Centennial Parade Grand Marshall
- 2006 - 2008 Bixby Chamber of Commerce, Leadership Bixby V class, Leadership Bixby VI facilitator
- 2006 - 2007 Intern for Bixby, OK planning commission
- 2005 - 2009 Tulsa Home Builders Association member
- 2001 - 2005 American Cancer Society's Relay for Life fundraising event planning committee
- 1995 - 2005 American Cancer Society's Relay for Life annual fundraiser participant
- 1999 *Go Directly To Jail* fundraising committee to benefit Domestic Violence Intervention Services, The Parent-Child Center, The American Red Cross and Consumer Credit Counseling Services.
- 1998 - 2007 Multiple Silver Link (public relations) and ADDY (advertising) award winner