

## LAURIANNE MATHESON

101 Boxwood Lane | (502) 876-8765 | lauriannematheson@yahoo.com

### EDUCATION

Clemson University

**BA English**

Minor: Communications

Southern Polytechnic State University (now part of Kennesaw State University)

**MS Technical and Professional Communication**

University of Louisville

**PhD Teaching and Learning**

Blindness and Visual Impairment

Comprehensive exam completed with honors

ABD

### CERTIFICATIONS

Advanced Professional Internet Marketing, University of San Francisco

Hotel Industry Analytics, STR

Qualtrics, Bronze

Tableau Desktop Specialist

### ACADEMIC EXPERIENCE

Clemson University

**Lecturer**

- Teach four sections of Business Writing 3040 to Juniors and Seniors

**August 2021- Present**

University of Louisville

**Research Assistant**

- Co-designed special education courses for online instruction
- Co-led summer seminar on teaching science to students with visual impairments
- Wrote grants for federal funding of special education programs
- Wrote Performance Progress Reports for successfully funded grants
- Marketed distance education program including collateral creation, seller-side conference attendance and training

**July 2002- June 2006**

### RELATED EXPERIENCE

Louisville Tourism

**Research Manager**

- Led travel research program for Tier 2 city with population over one million population
- Managed Visitor Profiler and Economic Impact studies
- Developed surveys using Qualtrics and Excel
- Created dashboards using Tableau and Excel
- Wrote and oversaw RFP process for outside vendor contracts related to research
- Used travel industry reports and software to monitor travel plans for the Louisville MSA to adjust target branding and advertising cycles to optimize ROI

**May 2014 – May 2020**

American Printing House for the Blind

**Contract Project Manager**

- Completed SWOT and competitive analysis for the MaximEyes Video Magnifier to justify development and set consumer price point
- Performed comprehensive literature review for all published material related to low vision reading methods and auditory learning

**June 2007 – April 2014**

- Edited video and textbook on learning methods of infants and toddlers with visual impairments
- Developed reading test materials for students with visual impairments in first through tenth grades

Senior Proposal/Product Specialist

**Johnson Controls, Inc**

**August 1999 – July 2002**

- Worked individually or in small teams to manage the entire proposal development process including: pre-bid meetings; strategy; writing; research; coordination of SME's; production; presentation and post-bid Q&A for new integrated facility accounts, contract rebids, and contract expansions ranging from \$1 million to \$150 million a year.
- Built online proposal archive for boilerplate text
- Created capabilities statements, business case analyses and informational websites specific to potential clients

Media First PR

**Media Relations Account Executive**

**February 1997 – August 1999**

- Account Manager for all public relations and marketing activities for Eircom as it transitioned to the private sector and increased its international call center business. Responsibilities included strategy development, media relations, editorial calendar, trade show and event planning, press conference planning and collateral creation (white papers, by-lined articles, case studies and backgrounders)

**PUBLICATIONS AND PAPERS**

*"Current Developments in Refreshable Braille Technology."*

RESNA 2009

Penrod, W.M., Hanley, C.D., Matheson, L.P. (2005) *"A model for improving science teaching for Students with visual impairments"*.

Re:VIEW, 37(2), 53-60

*"When Darkness Falls: A Phenomenological Study of Grieving Adult Vision Loss"*.

Vision 2005, London England

**MEMBERSHIPS**

Travel and Tourism Research Association

Sigma Tau Delta National Honor English Society