



LAURA WOODARD

Laura Woodard is an integrated marketing professional and has worked in the advertising and marketing industry for more than 25 years, gaining experience at advertising agencies, large corporations, start-ups, and not-for-profits. She is a partner in Zelen Communications, Inc. where she supports sales, client relations, and corporate operations.

Laura's industry experience includes: High Tech, Insurance, Finance, Healthcare, Tourism and Entertainment. She is passionate about driving business growth while focusing on customer relationships. She thinks tracking return on investment and reporting of all marketing strategies and tactics is a requisite to effective marketing.

Laura previously was charged with strategic marketing for the 7th largest school district in America where she authored the organization's first-ever integrated marketing plan, designed and ran a teacher recruitment campaign hiring 1,200 teachers in 4 months, and the aggressive post-COVID School Re-opening integrated marketing campaign she developed communicating safety protections helped to bring 14,000 students back to brick-and-mortar schools resulting in a replenishment of \$803,425.00 in school funding.

She has served as the President of GrassRoots Marketing Group, the President of ROI Consulting an IT consulting and executive staffing company, she was a Division Manager for Asset Preservation, Inc. (subsidiary of Stewart Title Company), and she ran the Marketing Communications for the Systems Division of Tech Data Corporation. She has served in progressive capacities in the marketing and public relations industry across the United States.

Laura is involved in her community where she is a member of the American Marketing Association, Economic Club of Tampa, Leadership Tampa Alumni, and she has been a member of the Junior League of Tampa for more than 30 years. Outside of the office, Laura enjoys mentoring at-risk high school students, is a certified Master Gardener, loves afternoon tea, and has fun playing Pickle Ball.

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