

Lisa A. Sillaway Henshall

Writer, Social Media manager,
internationally-produced and award-winning playwright.

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EDUCATION:

Masters of Science in Education, Instructional Design and Online Learning,
Capella University, June 2012, GPA 3.89

Bachelor of Science in E-Commerce Management, Friends University, 2004
Studied Journalism and Theatre Performance, Wichita State University

WRITING and MEDIA EXPERIENCE:

Owne, Social Media Manager – The Social Media Professor. 2018 to present. Create social campaigns for regional and international clients from pitch to completed campaigns, and assist with strategy and implementation of social media presence for clients. Currently, working on the social media accounts and Web content for the newly-returned Wichita Wings, two Fuzzy's Taco Shops in Wichita, fun local pub Mulligan's and managed both social media and PR for the recently-closed, dog-themed, Fetch Bar and Grill in Moundridge (and stepped in for unpaid crisis management with the media and public to help minimize the damage to managers, etc. after it was shut down by the IRS last fall) - among others. Some local work can be easily found by looking at Instagram @fuzzyswichita @mulligans_wichita, @lisasillaway, and the recently-closed @fetchbargrill_block32.

Marketing Manager – Delano Barbecue Company/Delano Ventures. 2014 to 2018. Develop and write copy for restaurant-related press releases for events, specials and Final Friday art crawls. Key in creation of promotions, point-of-sale items, menus, social media content and Web site. Boosted media reach so in 2018 from a few hundred to more than 35,000 regularly on Twitter and increased followers/friends on Facebook and Instagram by more than 50 percent. As part of the management team, helped increase catering revenues from \$40K to more than \$100,000 Also assisted with day-to-day duties.

*(E-Commerce, Web, Business and English Composition Instructor, Cowley College. 2005 - 2014.
Information on next page.)*

Copywriter – Digital Content and Print. Dean & DeLuca and IWA. 2008. Developed and wrote copy for Dean & DeLuca catalogs and Web site, including product copy, storytelling pieces and landing pages. Developed and wrote copy for Fall/Holiday 2008 IWA Wines catalog and portions of Web site. (Dean & DeLuca, IWA, Dean & DeLuca Wine Direct, plus other departmental and local store blasts), and crafted copy for each. Also created copy for Napa Valley's Oakville Grocery quarterly newsletters, edited staff blogs, wrote copy for needed ads, brochures and POS signage.deananddeluca.com iwawine.com.

Interactive Creative – Digital Content and SEO Specialist. Sullivan Higdon and Sink. 2006 to 2008. Developed copy and themes for print projects and POS for client Cargill Meat Solutions. Moved to Interactive team within a year and became lead copywriter for most Cargill sites. Advanced to *Digital Content and Search Engine Optimization Specialist* for SHS, overseeing the development of Web-related copy to ensure that best practices for scan-ability and search engine optimization are utilized. *Analyzed audiences for digital projects and determined most effective use of social media.* Provided consulting and training agency-wide in writing for the Web and implementation of keywords and phrases.

Web Editor. Friends University. 2001 to 2005. Maintain the consistency of online marketing message and content of all Friends University Web pages through intensive review, the creation and development of copy and art, service development and the production high-quality features. Also generate ideas for and organize contests and special features online to boost 'stickiness' of site, which was the winner January 2003 CASE Conference Bronze Award.

Content Producer, Writer, Online News and Feature Reporter, Voice Talent. ChoiceContent, G-2. 1999-2001. Research and create up-to-the-minute news and feature articles in both written and broadcast forms. Craft longer-form entertainment stories and articles. Followed up with production of most pieces for broadcast via online platforms. News and feature pieces were part of content production company that was accessed worldwide, including all 50 states, Japan, Australia, Canada, the UK and Germany. Also assisted with creation of Web sites for Yellow Page Clients and was senior copywriter on all promotional pieces for company, in-house and public.

Other writing experience – Taste of Home Magazine, Highlights Magazine, Andover Journal-Advocate, The Ark Valley News, Wichita Register, Naked City Magazine, and Women's Focus Magazine.

THEATRE LEADERSHIP:

Founder and Artistic Director, Guinea Pig Lab, Wichita, Kan. 2014 to present
Founded small theatre in November 2014 to help Kansas playwrights gain experience and become produced in their home state and in London, UK, via connections with the BBC Theatre Club. Organize contests, productions and activities (including bi-yearly Playwrights Day) to help educate Kansas playwrights, as well as give them opportunities to showcase their work from readings to full productions. As Artistic Director, chair literary board and assist with selection of winning monologues and plays for production, work with playwrights, our resident dramaturg and directors to workshop and fine-tune new work and serve as producer for shows. Serve as marketing lead for theatre, producing all point of sale merchandise, print advertisements, radio ads, press releases and other promotional materials. Also serve as editor and cover designer for upcoming publication of Guinea Pig Lab playscripts imprint. Upcoming plays, "And Then God Ate the Moon," "Loons" and "Paper Tiger in the Rain."

Mentor, Wichita Fringe Festival, 2018, 2019

Playwright, f*sh | Same Trailer Different Park | Rainbow Stole
Unanchored | blank | The Peacock's War | The 110 | And Then God Ate the Moon

TEACHING EXPERIENCE:

Full-load, Adjunct Instructor, Cowley College. 2005 to 2014.

- *Courses developed and taught:* English Comp I, English Comp II, Web Production Management, Web Site Production, HTML/Beginning Web Design, Web Animation/Flash, E-Commerce, CSS, Customer Service Skills for the Help Desk Professional, and Dreamweaver.

Lecturer, Newman University, 2013-2014

-*Courses developed and taught:* Information Literacy (Multiple sections. Temporary contract.)

Instructional Designer, Human Resources Management Program, 2013.

-*Courses developed:* Recruitment, Assessment and Selection; Employee Performance, Training and Development. (Temporary contract.)

-*Skilled at* online, face-to-face, hybrid and IDL/CCTV instruction

-*Academic Presentations:* "Assisting the poorly-prepared student," SIDLIT Conference, June 2009 and "OMG, my professor just Tweeted me! Using social media and online tools in the classroom," August 2012, also at SIDLIT.

-*Research interests:* social media and student communication, improving the theatre student experience via immersive theatre and "fringe" experiences, playwriting in the schools, utilizing social media and Internet "found objects" as teaching tools.

COMMUNITY INVOLVEMENT:

Board Member, Wichita Community Theatre, Readers' Theatre, 2015 to present

Board Member, Guild Hall Players, 2015 to present

Vocalist, Art and Soul Singers, College Hill United Methodist Church, 2010 to present.

Volunteer, College Hill UMC food pantry, Marketing Committee, Sunday School, 2004 to present

President, Friends University Wichita Alumni Board, also volunteer, secretary 2005-2012

Volunteer, PR committee Open Door Homeless Facility Capital Campaign. 2009-2010

Alto, Wichita Community Choir, 2012