

LAURA RUDICEL JOINS FIRM AS MARKETING DIRECTOR

05.14.2020

Conner & Winters hired Laura Rudicel as its first-ever director of marketing. Rudicel brings with her nearly 12 years of experience in journalism, public relations and marketing.

As the firm's new marketing director, she will provide strategic oversight for all firm marketing and communications efforts. This will include managing budgets, department operations, and the execution of the overarching creative, marketing and communications strategies. Additionally, Rudicel will oversee the development and implementation of support materials and services for business development.

Scott Hathaway, president of Conner & Winters, said, "We're very excited to have Laura on board. Her depth of experience, knowledge and management capabilities will compliment our organization, driving the growth of the firm with thoughtful marketing initiatives."

Immediately prior to joining Conner & Winters, Rudicel served as an account supervisor at Saxum where she worked closely with organizations in the banking, healthcare, energy, nonprofit and government sectors and led internal teams to accomplish marketing goals for her clients. Her work portfolio includes developing strategic marketing plans, offering crisis communications counsel, leading global PR efforts for one of the largest conferences in Houston and preparing c-suite executives for media opportunities. Additionally, Rudicel served as marketing communications manager at the Oklahoma City-County Health Department, multisite communications manager at Corvias Group, communications manager at the Lawton Fort Sill Chamber of Commerce and as a general assignment reporter and weekend anchor at KSWO-7 news in Lawton, Oklahoma and KWTX News 10 in Waco, Texas.

Rudicel received a B.A. in Film and Media Studies from Emory University in Atlanta, Georgia. She is an active member of Junior League of Oklahoma City and the Oklahoma City Zeta Tau Alumnae chapter. Rudicel previously served on the Public Relations Society of America Oklahoma City Chapter board and graduated from Leadership Lawton Fort Sill.