

LAKETA MORRIS

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Over 30 years of successful client relationship development, marketing and communications experience in the construction industry covering all aspects of marketing and business development for all sectors of commercial construction.

**Skills**

- Develop and maintain relationships
- Innovative marketing and creative skills
- Able to "think outside the box"
- Highly developed problem solving and critical thinking skills
- Outstanding external and internal client-focus
- Team player with a collaborative style
- Solid interpersonal skills
- Firm management and delegation skills
- Capable of managing multiple projects simultaneously
- Experienced in fast-paced, high stress and deadline driven environment
- Strong attention to detail
- Self motivated
- Advanced oral and written communication skills

**Work Experience****LEMONADE by LaKeta LLC, Spring, TX**

July, 2020—Present

Founder and Managing Member

- Marketing and Business Development Consultant
- Outsourced Marketing
- Business Development Strategy
- Digital Marketing
- Proposal Development

Rogers-O'Brien Construction, Houston TX

June, 2016—July, 2020

Marketing and Client Relations Director

- Develop and maintain client relationships
- Collaborated with Division President to identify new clients and sectors
- Develop client capture plan for target sectors
- Implemented and managed proposal management program
- Expand local brand and presence
- Organize Meet and Greets with current and targeted clients
- Develop regional Marketing and Client Relations budget
- Leverage existing relationships to establish and expand client base
- Led team in project pursuit meetings
- Coach teams for project interviews
- Coach employees for networking and relationship development
- Generated award winning project submissions

Anslow Bryant Construction LTD, Houston TX

January, 2013 to June, 2016

Marketing and Communications Manager

- Developed and Maintained relationships
- Developed, managed and implemented branding initiatives
- Updated and maintained website content
- Developed and produced company newsletter content
- Planned and coordinated company events
- Led the team to develop a safety recognition program
- Created and managed community outreach campaigns
- Developed and implemented company communication standards
- Implemented and managed proposal management program
- Redesigned the layout and content of marketing collateral

Structure Tone Southwest, Inc. , Houston TX

September, 1998 to January, 2013

Marketing Manager**Education and Memberships**

- Southeastern Oklahoma State University, 1986
Business Administration and Marketing
- Society of Marketing Professional Services (SMPS)
Board of Directors
Houston Chapter Programs Director
Gala Committee
- Women in Healthcare
Board of Directors
Houston Chapter Programs Committee Chair
- Urban Land Institute (ULI)
- Association of Commercial Real Estate Professionals
- Commercial Real Estate Women (CREW)
Programs Committee
Special Events Committee
- C3: Various Committees
- Associated General Contractors APEX Committee

**Awards**

- 2018 SMPS Member of the Year
- 2018 ABC National Excellence in Construction Award
- 2018 ABC Excellence in Construction—Merit Award
- 2017 ABC Excellence in Construction—Merit Award
- 2017 SMPS Best Website Award
- 2015 Texas Building Branch Outstanding Project
Design Build 10-30M
- 2015 Alliant Build America Merit Award
- 2014 Houston Business Journal Landmark Award
Special Project
- 2013, 2014 and 2015 AGC/Willis National Safety and
Construction Excellence—3rd Place
- 2014 AGC APEX 11 Award
Building Information Modeling (BIM)
Office Building over \$10M
- 2013 AGC Texas Building Branch Outstanding Project
Design Build over \$32M
- 2013 Houston Business Journal Landmark Award
Headquarter Move
- 2006-2010, 2017, 2019 AIA Sandcastle Best Costumes
(designed and created team costumes)

**Technology**

- Adobe InDesign, Illustrator, and Photoshop
- All aspects of Microsoft Office
- Well versed in graphic production and printing
- Various CRM platforms

