

# LAURIE CLIFTON

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## Professional Summary

Dynamic leader with experience in municipal management, marketing, and community engagement, recognized for driving growth, leading teams, and delivering measurable results through strategic planning and strong stakeholder relationships.

## Skills

- Executive & Leadership Communication
- Brand management, Content Development & Digital Communications
- Financial management
- Event Planning, Sponsorships & Community Outreach

## Work History

**President**, 02/2024 to 06/2025

**Southwest Montgomery County Chamber of Commerce** – Magnolia, TX

- Led strategic initiatives to promote economic growth and strengthen the local business community
- Increased membership engagement and satisfaction through targeted programs and improved service delivery
- Advocated for small businesses with local, state, and federal government agencies
- Developed and executed marketing strategies to increase visibility through social media, events, and community outreach
- Managed staff operations, hiring, training, and performance to maximize productivity
- Established accountability standards and performance expectations across the organization
- Built strategic partnerships with business and community leaders to enhance collaboration and resources
- Prepared and managed annual budgets, ensuring financial accountability and organizational sustainability

**Sales Director**, 2015 to 2024

**Clifton Consulting** – Magnolia, Texas

- Developed and executed grassroots and digital marketing strategies tailored to client needs
- Managed integrated marketing campaigns including social media, websites, email marketing, TV/Radio media and event planning.
- Coordinated branding, graphic design, and digital assets with internal teams and external vendors
- Generated and managed sales pipelines, converting leads into long-term client relationships.
- Led strategic planning sessions and client meetings to drive business growth
- Launched successful campaigns that increased lead generation and brand visibility
- Negotiated high-value contracts with key clients, ensuring mutually beneficial outcomes for all parties involved.

**Sr. Consultant, 2002 to 2023**

**Clifton Designs – Magnolia, Texas**

- Managed full-cycle residential design projects valued up to \$2.5M
- Coordinated architectural, construction, and interior design elements from concept to completion
- Oversaw budgets, vendor selection, and contractor negotiations to control costs and timelines
- Delivered customized solutions based on client needs, improving satisfaction and project outcomes
- Streamlined project management processes to increase efficiency and reduce cost

**VP/Treasurer, 1999-2022**

**Clifton Drilling Consulting, Inc. - Magnolia, Texas**

- Managed financial operations for a \$400K drilling company, including corporate records and official minutes

**Global Corporate Card Manager, 1999 to 2001**

**Halliburton Company – Houston, Texas**

- Directed global Corporate Card Program for Halliburton, managing contracts, budget, team performance, and operational improvements, resulting in a \$1M signing bonus

**National Account Executive, 1995 to 1999**

**American Airlines – Houston, Texas**

- Drove growth across a \$300M corporate territory by developing new revenue opportunities, securing long-term agreements, and consistently achieving revenue targets

## **Community Service & Volunteer Work**

**Commissioner/Board Member - Montgomery County Emergency Services District No. 10 | 2023–2025**

- Served as a governing board member for a district providing emergency services to approximately **80,000 residents across 160 square miles**
- Oversaw funding and resource allocation supported by property and sales tax revenue to equip and operate the **Magnolia Fire Department (MFD)**

**Precinct Chair/Victory Chair - Montgomery County Executive Committee | 2022–Present**

- Organized and executed large-scale **Get-Out-the-Vote (GOTV)** efforts, including: Design and placement of **100+ billboard graphics**: Development of targeted mail campaigns, including Hispanic outreach materials, Planned and community outreach initiatives across Precinct 13 and Montgomery County
- Served as **Temporary Chair for Precinct Conventions (2022–2026)** and led delegation participation in Senatorial District conventions
- Selected as **Delegate to the Texas State Convention (2022, 2026)**
- Active **Election Day Judge** and Precinct Chair since 2018

**Board Member - Emergency Chaplain Group | 2017–2025**

- Support an organization dedicated to providing emotional and spiritual care to **first responders and their families**
- Plan and execute major fundraising events including galas, clay shoots, and community outreach initiatives
- Coordinate logistics, sponsorships, vendor management, and donor engagement