

**Laurence Minsky**  
Professor  
School of Business & Entrepreneurship  
Columbia College Chicago

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**EDUCATION**

Bachelor of Arts in Psychology, *Magna Cum Laude*, Lawrence University, Appleton, WI, June 1984

**Additional Special Training**

- *Teaching Responsibly with AI*, GPTZero, 2025
- *VA Privacy and Information Security Awareness and Rules of Behavior (WBT)*, Veterans Administration, U.S. Department of Veterans Affairs, 2023 & 2025
- *Privacy and HIPAA Training*, Veterans Administration, U.S. Department of Veterans Affairs, 2023 & 2025
- *Unconscious Bias Awareness Training*, LinkedIn Learning (in partnership with Project Management Institute, Inc), 2024
- *Lesson 2: What is Human Subjects Research?*, The Office for Human Research Protections (OHRP), U.S. Department of Health and Human Services (HHS), 2024
- *Lesson 1: When HHS Regulations Apply*, The Office for Human Research Protections (OHRP), U.S. Department of Health and Human Services (HHS), 2024
- *Inbound Marketing*, HubSpot Academy, 2023
- *Social Media Marketing*, HubSpot Academy, 2023
- *Google Analytics for Beginners*, Google Analytics Academy (Google Corporation), 2021
- *Fundamentals of Integrated Direct Marketing*, Direct Effect (A collaboration among academia, industry, and the US Postal Service), 2021
- *SEO*, HubSpot Academy, 2021
- *Digital Advertising*, HubSpot Academy, 2021
- *Digital Marketing*, HubSpot Academy, 2021
- *Undoing Racism*, People's Institute for Survival and Beyond, Columbia College Chicago, 2016
- *Building a Successful Brand Infrastructure*, AMA Forum at The University of Chicago, 2004
- *Disney's Displayed Thinking Brainstorming Techniques* (facilitated by one of the originators of the method), McDonald's Corporation, 2002
- *The Do-It-Yourself Lobotomy*, Tom Monahan, Head Creativity Coach, Before & After, Frankel 2001
- *Performance Management* (with Blanchard's Situational Leadership), Frankel, 2000
- *How to Sell Creative Work to Clients*, American Association of Advertising Agencies, 2000
- *Basic Operations*, Hamburger University, McDonald's Corporation, 1997
- *Iowa Summer Writing Festival*, The University of Iowa (several fiction writing sessions), 1994

## EXPERIENCE

### Teaching Experience

Professor (Tenured), School of Business & Entrepreneurship, Columbia College Chicago, 2024 – Present

Professor (Tenured), Communication Department, School of Media Arts, Columbia College Chicago, 2022 – 2024

Associate Professor (Tenured), Communication Department (formerly the Marketing Communication Department; then the Communication & Media Innovation Department), School of Media Arts, Columbia College Chicago, 2009 – 2022

Full-time Faculty (Tenure-Track), Marketing Communication Department, School of Media Arts, Columbia College Chicago, 2003 – 2009

Adjunct Faculty, Marketing Communication Department, School of Media Arts, Columbia College Chicago, 2002 – 2003

### Professional Experience

Principal, Laurence Minsky Creative Services, Evanston, IL, 2003 – Present

Provide strategic development, creative direction, concept ideation, and copywriting services to ad, marketing, and promotional agencies, design firms, and corporate marketing departments as well as strategic marketing consulting services to corporate CEOs and CMOs; client engagements include Jackie Mack & More/Jameson Sotheby's, JMT Consulting, Purpose Brand (The City of Chicago), Results Management Group, and others.

Vice President, Marketing for Wellness, 2019 – Present

Serving on an as-needed (and as-available) consulting basis, interface with president-, C Suite-, and director-level clients; set strategic direction on key projects; participate in new business presentations; and supervise copy/content development on selected projects; client engagements include Alltech (Acutia), Alpina Productos Alimenticios, Farmer Foods, Taiwan Foreign Development Council, TWIN Global, and others.

Creative Strategist, DiSanti + Hicks, Chicago, IL, 2015 – Present

Serving on an as-needed (and as-available) consulting basis; key client engagements include Bernina, DTE Energy (Detroit Energy), Illinois Tool Works, T-Sugars Premium Belgium Sugars, True World Foods, and others.

Creative Strategist, MARCH Marketing, Chicago, IL, 2015 – Present

Serving on an as-needed (and as-available) consulting basis; key client engagements include AARP, IVMF Syracuse University (Institute for Veterans and Military Families), MetLife, Mitsubishi Tanabe Pharma America, Operation Good Boy, U.S. Department of Veteran Affairs, Veterans Florida (State of Florida), and others

Vice President, Strategy, IDM (formerly I Imagine Studio), Chicago, IL, Santa Monica, CA, & Naples, FL 2006 – 2019

Serving on an as-needed (and as-available) consulting basis, interface with president-, C Suite-, and director-level clients; set strategic direction on key projects; participate in new business presentations; and supervise copy/content development on selected projects; key client engagements include Amazon, Black and Decker, Caesarstone, Carent Labs, Gerflor, George Foreman Grills, EmJac Industries, Lala Ali, Lamin-Art, Lifeway Foods, Mayo Medical Laboratories (of Mayo Clinic), Taiwan External Trade Development Council, Vita Foods, WFMT, and more.

**Chief Creative Innovator, Revalour, Arlington Heights, IL, 2003 – 2015**

Served on an as-needed (and as-available) consulting basis, instrumental in setting strategic direction for key projects and set creative direction, hired, and supervised all creative professionals, and reviewed and approved all creative elements; key client included Bay Valley Foods (Farman's Nalley Pickles and Relish, Cremel, Mocha Mix, Rodenberry's Syrup, New Product Initiatives, Various Private Label Brands, and more), Dean Foods, Dremel Tools, and others.

**Associate Creative Director, The Marketing Store Worldwide, Westmont, IL, 2001 – 2003**

Managed creative efforts for selected McDonald's adult and family promotional marketing programs on an international, national, and regional basis.

**Principal, Laurence Minsky Creative Services, Evanston, IL, 2000 – 2001**

Focused on strategic brand development, promotional marketing, merchandising, direct response, and consumer advertising.

**Creative Project Manager (promoted from Senior Copywriter, 3/96), Frankel, Chicago, IL, 1995 – 2000**

Oversaw multi-disciplinary creative teams, supervised agency proofreading department, created materials in virtually every medium, and led in-house training program for aspiring copywriters and art directors.

**Freelance Copywriter, Laurence Minsky Copywriting, 1993 – 1995**

Wrote print advertising, brochures, catalogs, newsletters, self-mailers, and other marketing communication elements.

**Copywriter, Kurtzman/Slavin/Linda, Inc., Northfield, IL, 1992 – 1993**

Created all forms of marketing communications, including print, television, radio, and direct response advertising, press releases, and collateral.

**Freelance Copywriter, Laurence Minsky Copywriting, 1991 – 1992**

Wrote print advertising, brochures, catalogs, newsletters, self-mailers, and other marketing elements.

**Promotional Copywriter, Cahners Exposition Group, Des Plaines, IL, 1989 – 1991**

Wrote ads and sales materials targeted to potential exhibitor and attendee audiences for trade association owned or sponsored shows, with heavy emphasis on direct response.

**Advertising Copywriter, Scott, Foresman and Company, Glenview, IL, 1985 – 1989**

Developed most forms of traditional business-to-business communication elements; served lead copywriter on marketing materials for the promotion of elementary reading programs, high school mathematics programs, educational software, and professional computer books.

**TEACHING & CURRICULAR DEVELOPMENT****Selected Curriculum Development****Marketing Major Realignment, 2024—2025**

Contributed to the restructuring of the Marketing BA, integrating the Advertising, Public Relations, and Social Media and Digital Strategies BA programs into it.

**Digital Content & Analytics, 2020**

Developed concept and wrote initial course description, learning outcomes, and proposed course calendar as part of proposal for the MA in Strategic Communications

**Social Media Content, 2019**

Revised and restructured course description, student learning outcomes, and course calendar and researched potential textbooks and simulations to enhance the experience.

**Minor in Creative Advertising—Co-developed concept, co-researched background information, and co-wrote successful proposal to curriculum committee, 2010**

Collaborated with Director of Advertising Studies and two additional faculty members to develop proposal; re-wrote catalog description of the program, 2013.

**Creative Portfolio Development, 2009**

Revised and restructured student learning outcomes to conform with current departmental style and convey updated pedagogy based on the current professional standards and expectations within the Ad Industry

**Agency, 2009**

Revised and restructured student learning outcomes to conform with current departmental style and convey updated pedagogy based on the current professional standards and expectations within the Ad Industry

**Curriculum Committee Project, 2007**

Revised and restructured student-learning outcomes for numerous multi-sectional courses in the department, including Introduction to Advertising, Advertising Copywriting I, Advertising Copywriting II, Creative Portfolio Development

**Internal Marketing—Co-developed concept and co-wrote successful proposal to curriculum committee, 2006**

Collaborated with Director of Marketing Studies and Director of Public Relation Studies to develop proposal.

**Agency—Developed concept, made successful proposal to curriculum committee, and created syllabus, 2004**

Experiential/service-learning course features real projects for real clients at the pace of real agencies; key clients have included: Access Living, AIDs Foundation of Chicago, The American Lung Association of Metropolitan Chicago, Chicago Children's Choir, Chicago Commons, Chicago Fire Department, Free Street Theater, Illinois Campus Compact, MedlinePlus.gov (U.S. National Library of Medicine, National Institutes of Health), Porchlight Counseling Services, Project Brotherhood, Ride for AIDs (TPAN & BEHIV), and Test Positive Aware Network; selected work has received local, national, and international media attention and has earned several prestigious industry awards.

**Courses Taught**

- Advertising Copywriting I, Columbia College Chicago
- Advertising Copywriting II, Columbia College Chicago
- Ad Awards Workshop, Columbia College Chicago
- Advertising Workshop, Columbia College Chicago
- Agency (formerly called Ad Agency), a course based in experiential learning, Columbia College Chicago
- Concepting I: The Big Idea, Columbia College Chicago
- Copywriter/Art Director Team, Columbia College Chicago
- Creative Portfolio Development, Columbia College Chicago
- Digital Content and Analytics, Columbia College Chicago
- Introduction to Advertising, Columbia College Chicago
- Introduction to Marketing Communication, High School Institute, Columbia College Chicago
- Marketing Case Workshop, Columbia College Chicago
- Social Media & Digital Strategies Foundations, Columbia College Chicago
- Social Media Content, Columbia College Chicago

**Selected Courses Supervised**

- 360 Experiential Campaigns, Columbia College Chicago
- Introduction to Advertising, Columbia College Chicago
- Introduction to Public Relations, Columbia College Chicago
- Account Planning, Columbia College Chicago
- Advertising Copywriting I, Columbia College Chicago
- Advertising Copywriting II, Columbia College Chicago
- Advertising Principles, Columbia College Chicago
- Advertising Production, Columbia College Chicago
- Advertising Workshop, Columbia College Chicago
- Brand Strategy, Columbia College Chicago
- Campaign Practicum I, Columbia College Chicago
- Campaign Practicum II, Columbia College Chicago
- Communication Planning, Columbia College Chicago
- Consumer Behavior, Columbia College Chicago
- Creative Portfolio Development, Columbia College Chicago
- Employee Engagement, Columbia College Chicago
- Global Communications, Columbia College Chicago
- Global PR, Columbia College Chicago
- Interactive Advertising, Columbia College Chicago
- Interactive Advertising Campaign, Columbia College Chicago
- Nonviolent Communication, Columbia College Chicago
- Organizational Communication, Columbia College Chicago
- PR Cases & Crises, Columbia College Chicago
- PR Writers Workshop, Columbia College Chicago
- PR in the Films, Columbia College Chicago
- PR for the Arts, Culture & Social Services, Columbia College Chicago
- Public Relations Seminar, Columbia College Chicago
- Retail Competition, Columbia College Chicago
- Semiotics for Creators of Popular Culture (including honors section), Columbia College Chicago
- Social Media & PR Strategies, Columbia College Chicago
- Solutions Journalism
- Sports Communication II, Columbia College Chicago
- Visual Communication, Columbia College Chicago

**Additional Courses Qualified to Teach (Based on Professional & Publishing Background)**

- Advertising Campaigns and Case Studies
- Advertising Principles
- Brands and Branding
- Brand Strategy
- Business-to-Business Advertising
- Concepting and Brainstorming
- Developing a Marketing Plan
- Digital Media Strategies
- Integrated Marketing Communication
- Internal Marketing
- Introduction to Marketing
- Introduction to Sales Promotion
- Marketing Case Studies
- Promotional Marketing

**Fellowships & Grants**

Program Curricular Innovation Planning Grant (\$10,000), Columbia College Chicago, 2023

Spring Faculty Development Grant (\$1,680), Columbia College Chicago, 2019

Online Instructional Fellow, The Center for Teaching Excellence, Columbia College Chicago, 2016 – 2017

Service-Learning Fellow, The Timothy J. Densmore Service-Learning Fellowship, The Center for Teaching Excellence & The Center for Community Arts Partnership, Columbia College Chicago, 2009 – 2010

**Selected Teaching Development**

*Designing and Teaching an Online Course*, The Center for Teaching Excellence, Columbia College Chicago, 2016

*Introduction to Moodle*, a self-paced online course, The Center for Teaching Excellence, Columbia College Chicago, 2016

*CLA in the Classroom Academy 101 (The Collegiate Learning Assessment)*, The Council for Aid to Education, 2013

*Facilitation Training*, Civic Reflection Workshops, Project on Civic Reflection, 2012

Various One Club Creative unConferences New York & Chicago, The One Club, 2012

*Service-Learning Course Conversion*, The Center for Teaching Excellence, Columbia College Chicago, 2009

*The One-to-One Future: Matching Pedagogy to Learning Style*, Part of the Master Class Series, The Center for Teaching Excellence, Columbia College Chicago, 2008

One Club Educator Summit, The One Club, 2005, 2006, 2007, 2008, 2012

National Carnegie Academy for the Scholarship of Teaching and Learning (CASTL) and Scholarship for Teaching and Learning (SOTL) Institute, 2006

*What's Your Story: A Series of Three Seminars Introducing the Story Workshop Approach to the Teaching of Writing*, The Center for Teaching Excellence, Columbia College Chicago, 2003

**Academic Administration**

Member, Assessment Committee, School of Business & Entrepreneurship, 2024—Present

Created roll out plan; oversaw development of the assessment materials; and produced report on the results, including next-step recommendations; currently assessment programs cover x majors, x minors, and x graduate program.

Director of Graduate Programs, Communication Department, June 2022 – August 2023

Advertising Program Course Supervisor, Communication Department, Fall 2020 & Fall 2021

Member At-Large, Executive Committee, Columbia College Faculty Senate, 2019 – 2021

Assessment Coordinator, Communication Department / Marketing Communication Department, 2005 – 2010, 2012—2013, 2015 – 2017, & 2018—2024

Created roll out plan; oversaw development of the assessment materials; and produced report on the results, including next-step recommendations; currently assessment programs cover x majors, x minors, and x graduate program.

Chair, One Club Creative Boot Camp Host Committee, Columbia College Chicago, 2015

Arranged for the One Club for Art & Copy to offer their diversity initiative, the Creative Boot Camp, on the Columbia College campus; the 2015 event brought more than 80 college students from across the county and attracted industry support from Leo Burnett and other agencies.

Chair, One Club Creative Boot Camp Host Committee, Columbia College Chicago, 2014

Arranged for the One Club for Art & Copy to offer their diversity initiative, the Creative Boot Camp, on the Columbia College campus; the 2014 event brought nearly 100 college students from across the county and attracted industry support from Leo Burnett and other agencies.

School of Media Arts Faculty Advising Summer Fellow, Columbia College Chicago, Summer 2013

Transfer Coordinator, Marketing Communication Department, Fall 2013

Member, One Club Creative Boot Camp Host Committee, Columbia College Chicago, Fall 2013

Arranged for the One Club for Art & Copy to offer their diversity initiative, the Creative Boot Camp, on the Columbia College campus; the 2013 event brought nearly 100 college students from across the county and attracted industry support from Leo Burnett, commonground marketing, Ogilvy & Mather, and others.

Chair, The One Club Creative unConference Chicago Host Committee, Columbia College Chicago, 2013

Enabled Columbia College to host the One Club Creative unConference in Chicago, which brought leading industry professionals from across North America (California, Colorado, Illinois, Michigan, Minnesota, New York, Toronto) to the campus for this industry event and enabled Columbia College students to interact with them.

Member, The One Club Creative unConference Chicago Host Committee, Columbia College Chicago, 2012

Enabled Columbia College to host the One Club Creative unConference in Chicago, which brought nearly 100 industry professionals to the campus for this industry event and enabled Columbia College Chicago students to interact with them.

Chair, One Club Creative Boot Camp Host Committee, Columbia College Chicago, 2012

Arranged for the One Club to offer their diversity initiative, the Creative Boot Camp, on the Columbia College campus; attracting nearly 100 students, participants came from such institutions as Northwestern, University of Chicago, DePaul University, North Park College, Northeastern Illinois University, and the School of the Art Institute of Chicago (as well as Columbia), among others; industry support included Leo Burnett, Y&R, DDB Chicago, R/GA, DraftFCB, Ogilvy & Mather, Burrell Communications, mcgarrybowen, and others.

Chair, Exhibition Host Committee, The One Club's Real Men & Woman of Madison Avenue And Their Impact on American Culture, 2010

Arranged first showing of exhibition outside of New York (it was originally shown at the New York Public Library); wrote exhibit promotion plan; reviewed all promotional material; trained student docents and tour guides; wrote FAQ sheet as backup tool for docents and tour guides; and answered questions from Chicago-area press.

Organizer & Host, Chicago Exhibition, One Show Traveling Exhibition, 2005, 2006, 2007

Brought this Exhibition back to Chicago after a long absence; it continues to be displayed at Columbia every year but is now managed by the Marketing Communication Department's Academic Manager.

## PUBLICATIONS

### Books-in-Progress

Working Title: *Social Marketing*

Working on the research and the book proposal for it after the acquisitions editor at my current publisher (Bloomsbury) expressed interest in it.

Working Title: *Earworms: Emotions, Music & The Future of Brands*; author: Michael Boumendil, Founder & President, Sixieme Son

Originally hired to create the proposal and outline and ghost write the manuscript but will be given book cover credit; currently on-hold due to Michael Boumendil's scheduling conflicts.

### Books Published

*Voice Marketing: Harnessing the Power of Conversational AI to Drive Customer Engagement*; Co-authors: Susan Westwater, CEO and Co-Founder, Pragmatic Digital; Scot Westwater, CCO and Co-Founder, Pragmatic Digital; Colleen Fahey, U.S. Managing Director, Sixieme Son; publisher Bloomsbury/Rowman & Littlefield, 2023

Bloomsbury/Rowman & Littlefield offered contract after a single-blind peer review of the book proposal; manuscript also single-blind peer reviewed; publication date: August, 2023 • Finalist, The 2024 Leonard L. Berry Marketing Book Award, American Marketing Association Foundation (an award that recognizes books that have had a significant impact in marketing and related sub-fields).

*It's Personal: The Business Case for Caring*; author: Lorna Borenstein, Grokker Innovation Works 2021

Originally hired to create the outline and ghost write the manuscript but eventually given book cover credit.

*Global Brand Management: A Guide to Developing, Building & Managing an International Brand*; co-author: Ilan Geva; publisher: Kogan Page, London, 2020

Offered contract after a single-blind peer review of book proposal; adoptions as a required textbook include Chung Hua University (Hsinchu, Taiwan), IUPUI (Indiana University–Purdue University Indianapolis), and University of Utah (Salt Lake City)

*Advertising Under One Hour: Everything You Need to Know*; publisher Under One Hour, LLC, 2018

*Audio Branding: Using Sound to Build Your Brand*, London: Kogan Page, 2017; Co-author: Colleen Fahey, U.S. Managing Director, Sixieme Son; Foreword: Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

Offered contract after single-blind peer review of our book proposal, which was based on our piece published by The Harvard Review; manuscript also single-blind peer reviewed; subsidiary rights licensed by Brilliance Audio, Audio Rights, 2020; Skillsoft Corporation Multi-Language Adaption Rights, 2019; EBSCO (Business Book Summaries), English Adaptation Rights, 2019; Blinks Labs GmbH (Blinkist) English Anthology and Quotation Rights (ANTH), 2019, and getAbstract AG, Multi-Language Adaption Rights (English, Spanish, Portuguese and Russian), 2018. • Named one of the best books of all times on branding by BookAuthority.

*The Activation Imperative: How to Build Brands and Business by Inspiring Action*, Lanham: Rowman & Littlefield, 2017; Co-author: William Rosen, partner and marketing lead at VSA Partners; Foreword: Rory Sutherland, Vice Chairman, Ogilvy & Mather Group UK

Reached Amazon's #1 New Release on or before November 8, 2016 and remained the spot, on and off, for more than four weeks; offered contract after a single-blind peer review of our book proposal, which was based on our piece published by The Harvard Review; manuscript was also single-blind peer reviewed; adoptions include Liberty University.

*The Get a Job Workshop: How to Find Your Way to a Creative Career in Advertising, Branding, Collateral, Digital, Experiential, and More*, Chicago: Copy Workshop, 2013 (Distributed by Routledge as of November 2014)

Served as Executive Editor for this collection of essays, identifying appropriate contributors and inviting them to submit essays and writing the introductions and work steps for each one as well as the teaching materials; early adoptions include Hawaii Pacific University and Grand Valley State University.

*How to Succeed in Advertising When All You Have Is Talent* (Second Edition), Chicago: Copy Workshop, 2007 (Distributed by Routledge as of November 2014)

This book is quoted, referenced, or recommended in a wide range of popular advertising textbooks and has been adopted at such places as Marist College, Virginia Commonwealth University and the University of Idaho.

*25 Words or Less: How to Write Like a Pro to Find That Special Someone Through the Personal Ads*, with Emily Calvo, Chicago (Lincolnwood), IL: Contemporary (a division of McGraw-Hill), 1998

*How to Succeed in Advertising When All You Have Is Talent*, with Emily Calvo, Lincolnwood, IL: NTC Business Books (a division of McGraw-Hill), hardback in 1994 and softback in 1995

Achieved four printings, worldwide sales, and, I understand, a Chinese-language edition.

### Chapters-in-Progress

“Brand Management Across Countries and Cultures: The Challenges and Opportunities,” *Sage Handbook of Brand Management*, London: Sage, 2025

Invited lead chapter author (Invited by the editor Daniela Andreini, Professor of Marketing and Management, University of Bergamo and Lia Zarantonello, Professor of Marketing, University of Roehampton); with their permission, I invited Ilan Geva, co-author of *Global Brand Management*, to co-author the chapter with me.

### Chapters, Stories, & Sections in Books

“Branding as a Strategic Moat,” *Tools of Marketing Titans: 90+ High-Impact Marketing Projects to Fast-Track Revenue Growth by Soozin, Adi* (with contributions from 19+ International Leaders), Hollywood, FL: AS 2.0, LLC, 2025

Invited contributor; other contributors include the head of international strategy at Roku, the president of Rotary International, the president and CEO of BankVision US Corp., the Commissioner for International Affairs for New York City, a professor at IE Business School (Madrid), a venture capitalist, and others.

“The Rail,” *Unforgettable: Harrowing Futures, Horrors, & (Dark) Humor*, Kansasville, WI: Walkabout Publishing, 2011

Co-authored this story with Paul McComas, which appears in his award-winning collection of short fictions; story was nominated for a Pushcart award by the publisher.

“Marketing Services,” *Advertising and the Business of Brands* (Media Revolution Edition), Chicago: Copy Workshop, 2009 (Distributed by Routledge as of November 2014)

Invited lead author for the chapter of fourth edition of one of the top introductory advertising textbooks; this textbook has been adopted at large array of advertising programs in the U.S. and Canada, including Ball State, Boston University, Colorado State, DePaul, Fashion Institute of Technology, Fayetteville Tech, Humber (Canada), Penn State, Red River (Canada), Temple University, University of Idaho, University of Illinois, University of Minnesota, University of South Florida, University of Texas, and Washington State University.

“Bergamo,” *The International Dictionary of Historic Places, Vol. 3*, Chicago: Fitzroy Dearborn Publishers, August 1995

“Novgorod,” *The International Dictionary of Historic Places, Vol. 2*, Chicago: Fitzroy Dearborn Publishers, February 1995

“Introduction,” *Chicago’s Jewish Street Peddlers & Memories of Lawndale*, Doris Minsky Memorial Fund Publication No. 1, Chicago: Chicago Jewish Historical Society, 1991

### Proceedings/Collections

“A Backwards – & Better – Approach to Teaching the SWOT Analysis,” *Diversity for a New Decade*, MMA Fall Educators’ Conference Proceedings, Marketing Management Association, 2021

Coauthor: David Aron, Professor of Marketing, Director of Graduate Programs & Executive Education, Brennan School of Business, Dominican University, River Forest, IL

“Student Learning Outcomes Assessment: Creating Change in Pedagogy,” *Finding Common Ground: Assessing and Improving Student Learning*, A Collection on Self-Study and Institutional Improvement, Volume 2, The Higher Learning Commission, 2008

Co-authored this piece with the then Columbia College Provost, Steven Kapelke, and with the Chair of the the Marketing Communication Department, Margaret Sullivan.

### Selected Articles

“Why Brands Need a Chief of Content Operations,” *CMSWire.com*, 2025

Coauthor: Scott K Wilder, Global Head of Digital self-Serve, LastPass, and has held leadership roles at major US companies including Google, Apple, Intuit, Clari, Marketo, Udacity, and HubSpot

“Sonic Branding: Enhancing Brands with Audio Design,” *Advertising & Society Quarterly (ASQ)*, Volume 25, Issue 4, 2024

An interview of my frequent coauthor, Colleen Fahey and I on sonic branding and my body of published work, but we’re listed as co-authors, along with the interviewer, Edward Timke

“Sustainable Practices and Demarketing: An Interview with Philip Kotler,” *Advertising & Society Quarterly (ASQ)*, Volume 25, Issue 1, 2024

Philip Kotler identified as coauthor

“The Ethics of Marketing Healthcare Services and Pharma Products During the Pandemic,” *Journal of Healthcare Management Standards (JHMS)*, Volume 1, Issue 2, June 2022

Coauthor: Ilan Geva, Adjunct Professor, Columbia College Chicago

“The Cost of Not Caring: The Business Benefits of Putting Employee Well-Being First,” *allBusiness*, October 27, 2021

Coauthor: Lorna Borenstein, CEO and founder of Grokker, Inc.

“How to Make Sure Your Social Media Strategy Succeeds: Take a Cross-Discipline Approach,” *MarketingProfs*, August 12, 2021

Served as corresponding author; coauthor: Keith A. Quesenberry, Assistant Professor of Marketing, Messiah College

“Are You Doing the SWOT Analysis Backwards?” Digital Article, *Harvard Business Review* (hbr.org), February 23, 2021

Served as corresponding author; coauthor: David Aron, Professor of Marketing, Director of Graduate Programs & Executive Education, Brennan School of Business, Dominican University, River Forest, IL; adoptions as a required reading include University of Tehron (Tehran Province, Iran)

- “The Sleeping Giant: Voice in the Enterprise,” *European Business Review*, September – October 2019  
Served as corresponding author; coauthors: Erik Turkington, VP of Strategic Partnerships, RAIN; Colleen Fahey, US Managing Director of Sixieme Son; Will Hall, Chief Creative Office, RAIN
- “Are You at Risk of a Mid-Career Rut,” Digital Article, *Harvard Business Review* (hbr.org), September 5, 2019  
Served as corresponding author; co-author: Julia Tang Peters
- “What the French Open Can Teach Business About Branding: The Ten Key Lessons Every Marketer Should Know,” *European Business Review*, May – June 2018  
Served as corresponding author; coauthor: Colleen Fahey, US Managing Director of Sixieme Son
- “Inside the Invisible but Influential World of Scent Branding,” Digital Article, *Harvard Business Review* (hbr.org), April 11, 2018  
Served as corresponding author; coauthors: Colleen Fahey, US Managing Director of Sixieme Son, the world’s largest audio branding agency, and Caroline Fabrigas, CEO of Scent Marketing Inc.
- “Hunter or Hunted? How Digital Media and GDPR Increases Importance of Inbound B2B Sales,” *European Business Review*, January – February 2018  
Served as corresponding author; coauthor: Keith A. Quesenberry, Assistant Professor of Marketing, Messiah College
- “The Intelligent Way to Prepare Your Sales Team for AI Adoption,” *The Sales Review*, Sales for Life Blog (salesforlife.com/blog), November 21, 2017  
Invited blog article for one of the largest sites on social selling.
- “When it Comes to Cyber Security, A Step Ahead is a Step Out of Harm’s Way,” *European Business Review*, November – December 2017  
Served as corresponding author; coauthors: Ben DiSanti, Adjunct Professor, The University of Chicago’s Graham School of Business and Partner and co-founder of DiSanti, Hicks + Partners & Joseph Carson, Chief Security Scientist, Thycotic; writing relationship started by invitation of the editor.
- “What is Brand Activation and Why Marketers and Consumers Should Care,” *European Business Review*, September – October 2017  
Served as corresponding author; coauthor: William Rosen, CEO, VSA Partners; writing relationship started by invitation of the editor.
- “When Aiming to be at The Top in Social Selling, Start at The Bottom,” *The Sales Review*, Sales for Life Blog (salesforlife.com/blog), March 28, 2017  
Invited blog article for one of the largest sites on social selling.
- “How B2B Sales Can Benefit from Social Selling,” Digital Article, *Harvard Business Review* (hbr.org), November 8, 2016; Updated November 10, 2016  
Served as corresponding author; coauthor: Keith A. Quesenberry, Assistant Professor of Marketing, Messiah College; cut-down version of this article was also published by Business Mirror (November 13, 2016), one of the largest business publications in the Philippine’s, under a different title (“Where Business-to-Business Sales Start”); as of June 1, 2017, there were more than 15,000 social shares of this article according to Muck Rack.
- “Good Cybersecurity Can Make Good Be Good Marketing,” Digital Article, *Harvard Business Review* (hbr.org), September 23, 2016  
Served as corresponding author; coauthors: James Lucas & Ben DiSanti, both Adjunct Professors, Columbia College Chicago.

“How B2B Marketers Can Get Started with Social Media,” Digital Article, *Harvard Business Review* (hbr.org), December 24, 2015

Served as corresponding author; coauthor: Keith A. Quesenberry, Assistant Professor of Marketing, Messiah College; article was also published by Irish Times (January 15, 2016) under a different title (“Social media key tool for B2B Firms”).

“How You Make Decisions is as Important as What You Decide,” Digital Article, *Harvard Business Review* (hbr.org), April 28, 2015

Served as corresponding author; co-author: Julia Tang Peters; article was also published on the bog for The Conference Board (June 5, 2015).

“How to Get the Most Out of Best-Practices in Audio Branding,” Digital Article, MarketingProfs.com, October 9, 2014

Co-wrote with Colleen Fahey, US Managing Director of Sixieme Son, the world’s largest audio branding agency.

“Rotary Strengthened Their Brand by Simplifying It,” Digital Article, *Harvard Business Review* (hbr.org), September 11, 2014

Served as corresponding author; co-author: Colleen Fahey, US Managing Director of Sixieme Son, the world’s largest audio branding agency.

“Six Steps to Creating a Successful Audio Brand,” Digital Article, *Data-Driven Marketing Network*, April 11, 2014

Co-wrote with Colleen Fahey, US Managing Director of Sixieme Son, the world’s largest audio branding agency.

“What Does Your Brand Sound Like?” Digital Article, *Harvard Business Review* (hbr.org), February 7, 2014

Served as corresponding author; co-author: with Colleen Fahey, US Managing Director of Sixieme Son, the world’s largest audio branding agency.

“Six Steps to Successful Sponsorships,” Digital Article, *Harvard Business Review* (hbr.org), July 28, 2011

Served as corresponding author; co-author: William Rosen, President & Chief Creative Officer of North America at Arc Worldwide, the global marketing arm of Leo Burnett and the Publicis Groupe; article was also published on businessweek.com (July 29, 2011), CEO.com, and Business Daily Africa (August 2, 2011).

“The Activation Imperative,” Digital Article, *Harvard Business Review* (hbr.org), July 12, 2011

Served as corresponding author; co-author: with William Rosen, President & Chief Creative Officer of North America at Arc Worldwide, the global marketing arm of Leo Burnett and Publicis Groupe.

Weekly Columnist, *Get a Job, Advertising for Peanuts*, 2007 – 2008

“Building your business at ISC,” *Security Distributing & Marketing* (Marketline Section), May, 1990

“Zuni diabetes project: Prevention is the key,” *Mind & Medicine*, August, 1987

“Changes urged for park board,” *Wheeling Life* (Lerner-Life Newspapers), June 22, 1986

“Park district employees air pay complaints,” *Wheeling Life* (Lerner-Life Newspapers), April 17, 1986

“Board plans budget review,” *Wheeling Life* (Lerner-Life Newspapers), March 27, 1986

“Glenview insurance study OK’d,” *Glenview Life* (Lerner-Life Newspapers), March 23, 1986

“Warning notices err; cable rates won’t go up,” *Glenview Life* (Lerner-Life Newspapers), January 9, 1986

“Park board quiet as pool issue simmers,” *Deerfield Life* (Lerner-Life Newspapers), December 26, 1985

“Plans for subdivision approved,” *Glenview Life* (Lerner-Life Newspapers), December 12, 1985

“We dare you! Step on a crack Friday,” *Living Today* (Lerner-Life Newspapers), December 12, 1985

“Good Doctor has prescription for fun,” *Lerner-Life Newspapers*, October 31, 1985

“Drug fighters issue party tips,” *Northbrook News/Voice*, May 16, 1985

“She teaches about touching; when to say ‘no’,” *News/Voice Newspapers*, April 18, 1985

“The pursuit of trivia beats getting pregnant,” *News/Voice Newspapers*, March 14, 1985

“Northbrook’s Hughes give ‘...Club life’,” *News/Voice Newspapers*, February 28, 1985

### **Selected Creative Work**

“Cream or Sugar,” *Strong Coffee*, December 1995/January 1996 (Short story)

“Waiting for a car ride home,” *Tomorrow Magazine*, Summer, 1989 (Short story)

“Seasonal Masks,” *Tropos Literary Magazine*, Spring, 1985 (Short story)

“The Green Box,” Premier: Lawrence University, Appleton, Wisconsin, March 8, 1984 (Short play)

“Prelude to spring,” *Tropos Literary Magazine*, Spring, 1984 (Short story)

“Maneuvers,” *Tropos Literary Magazine*, Spring, 1984 (Poem)

### **Selected Video & Multi-Image Programming**

“The Center for Endoscopic Research and Therapeutics: Advancing Patient Care,” produced by Trillium Productions for University of Chicago Medicine, August 2015

“Celebrating 10 Years,” produced by Trillium Productions for University of Chicago Medicine Comer Children’s Hospital, February 2015

“Chain of Choices,” produced by Trillium Productions for National Safety Council, January 2007

“The Untold Story,” produced by Trillium Productions for National Safety Council, January 2007

“Auto Focus,” produced by Trillium Productions for National Safety Council, February 2005

“The Training Alliance: Building Chicago’s Workforce,” produced by Gratis/Chicago. Premier: Palmer House, April 20, 1990

“An Education for Life: A Look at Southern School,” produced by VTI Communications for Business and Gratis/Chicago. Premier: Northlight Theater, May 11, 1989

**E-Learning / Online Certificate Training**

Consultant on the Overall Curriculum and Co-Writer & Presenter of Modules 3, 4, & 7, “Revolutionizing Direct Mail: The Impact of Artificial Intelligence,” Direct Effect (a collaboration between academia, the printing and mailing industry, and the United States Postal Service), 2025

Worked representatives from Deloitte and the United States Postal Service to develop the overall program, identified and helped recruit the other presenters (Peg Murphy, Associate Professor, Columbia College and Susan Westwater, Co-Founder & CEO, Pragmatic Digital), and co-wrote and presented three of the modules

Author of the Curriculum & Overall Script & Key Presenter, “Activation Through Integrated Marketing,” Direct Effect (a collaboration between academia, the printing and mailing industry, and the United States Postal Service), 2022

Worked representatives from Throughline Inc to develop the overall program, identified and helped recruit the industry professionals (William Rosen, Chairman & CEO, Axial1 Performance Science; Lisa Arsenault, SVP Sales, LCP; John Barnes, Director, Consumer Marketing, Cincinnati Bell, and David Nugent, Vice President, Data Solutions, Aspire North) and interviewed them from behind the camera to get their parts, and served as the main presenter throughout the training program

**SELECTED PRESENTATIONS**

Co-Moderator, “Expert Workshop: AI – Friend, Not Foe: Behind the Scenes on AI Use to Support the Marketing Function in Industry,” 2025 AMA Summer Academic Conference, American Marketing Association, 2025

The other co-moderator is along with Associate Professor Peg Murphy; panel included William Rosen, Chairman & CEO of Axial1 Performance Science, Natalie Craig, Manager, Marketing Editorial, United Airlines, Susan Westwater, Co-Founder and CEO, Pragmatic Digital, and Clifton Simmons II, Associate Content Design Director UX, Allstate.

Panelist, “Berry Book Award Session,” 2025 AMA Winter Academic Conference, American Marketing Association, 2025

Panel featured the winner and finalists of 2024 The Leonard L. Berry Marketing Book Award; participated via Zoom.

Co-Presenter, “AI and the Art of the Prompt,” Faculty and Staff Development Days, Columbia College Chicago, 2023

Co-presenters: Peg Murphy, Chair and Associate Professor, Communications; Dana Connell, Associate Professor, Fashion Studies; Tom Eslinger, Assistant Professor of Instruction, Communication; David Morton, Manager of Instructional Design; and Jo-Nell Sieren, Assistant Professor, Interactive Arts and Media

Co-Presenter, “AI and Creativity: Poking the Bear or Embracing AI,” The One Club for Creativity Global Educators Summit, 2023

Co-presenters: Peg Murphy, Associate Professor, Columbia College Chicago and Tom Eslinger, Assistant Professor of Instruction, Columbia College Chicago

Co-Presenter, “Why Direct Mail Needs to be Integrated into Your Digital Curriculum (And How to Do It),” ProCon 22, StuKent, 2022

Co-presenter: Carl Boettner, Product Development Specialist, United States Postal Service, Washington, DC

Co-Presenter, “A Backwards – & Better – Approach to Teaching the SWOT Analysis,” Diversity for a New Decade, MMA Fall Educators’ Conference, Marketing Management Association, 2021

Co-presenter: David Aron, Professor of Marketing, Director of Graduate Programs & Executive Education, Brennan School of Business, Dominican University, River Forest, IL

Presenter, *Cascading Brief Design*, School of Marketing, Association of National Advertisers, May 20, 2021  
Presented in virtual/online setting the theory a cascading briefing system and the process of developing one to professionals representing leading brands/marketing organizations from across the country.

Presenter, *Cascading Brief Design*, AARP Marketing Department Lunch and Learn, March 26, 2021  
Presented in virtual/online setting the theory a cascading briefing system and the process of developing one to professionals from organization's membership marketing department as part of their ongoing lunch-and-learn series.

Presenter, *Cascading Brief Design*, School of Marketing, Association of National Advertisers, February 21, 2021  
Presented in virtual/online setting the theory a cascading briefing system and the process of developing one to professionals representing leading brands/marketing organizations from across the country.

Presenter, *Cascading Brief Design*, School of Marketing, Association of National Advertisers, September 29, 2020  
Presented in virtual/online setting the theory a cascading briefing system and the process of developing one to professionals representing leading brands/marketing organizations from across the country.

Presenter, *Cascading Brief Design*, Monterey Bay Aquarium Marketing Department, October 28, 2020  
Presented in virtual/online setting the theory a cascading briefing system and the process of developing one to professionals from organization's marketing department to help them prepare for the post-covid world.

Presenter, *Cascading Brief Design*, School of Marketing, Association of National Advertisers, December 3, 2020  
Presented in virtual/online setting the theory a cascading briefing system and the process of developing one to professionals representing leading brands/marketing organizations from across the country.

Co-Presenter, *Strategic Opportunities and Risks for Global Brand Management*, BrandSmart Chicago, American Marketing Association Chicago, 2020  
The other presenter was Ilan Geva, President, Ilan Geva & Friends Inc. and my co-author of *Global Brand Management: A Guide to Developing, Building and Managing an International Brand*.

Invited Panelist, *Meet the Authors*, 2019 Voice Summit (Produced by Modev), New Jersey Institute of Technology, 2019

Facilitator, *Briefing Process 201: Enhancing Your briefing Architecture*, Relativity, 2019

Invited Presenter, *The Activation Imperative: How to Build Brands & Business by Inspiring Action*, International Business Conference, Northeastern Illinois University, 2019

Invited Moderator, *Leading Globally: New Paradigms for Navigating Success in Today's World*, IERG Chicago Chapter 8<sup>th</sup> International Forum, International Executive Resources Group, 2019  
Panelists included: Desiree Moore (Partner, K&L Gates), Vicki Escarra (Senior Advisor, Boston Consulting Group), Ilan Geva (President, Ilan Geva & Friends), & Manuel Cuevas (Chief Human Resources Officer and Corporate Vice President, Employment Law & Data Protection, Motorola Solutions)

Presenter, *How to Avoid Common Advertising Mistakes*, JEA/NSPA Fall National High School Journalism Convention, 2018

Invited Panelist/Moderator, Developing Advertising and Marketing Ideas That Work, The 16th Annual Midwest Regional High School and College New Media Conference, 2018

Other panelists included: Kate Alpert (Marketing Strategist, Co-Founder, Women Belong), Ashley Kwateng, Marketing Executional Manager, PepsiCo), Marc Landsberg, Founder & CEO, Social Deviant), & Kahn Nguyen, Brand Marketer, Starcom Communications); volunteered to moderate when scheduled moderator didn't show up.

Invited Co-Presenter, *Effective Brainstorming Techniques*, The One Club Creative Boot Camp Chicago, 2018

My co-presenter was Peg Murphy, Associate Professor, Columbia College Chicago

Invited Panelist, Marketing Boot Camp: Brand Development and Visual Communications, RelativityFest, Relativity Corporation (formerly kCura), 2017

Other panelists included: JC Steinbrunner (Creative Director, Relativity) & Taffi Schurz (Vice President, Business Solutions, KrollDiscovery)

Invited Co-Presenter, *Getting Your Foundation in Order: A Brand Development and Activation Session*, NAMIC (National Association of Mutual Insurance Companies) Communications + Marketing Workshop, Chicago, 2017

My co-presenter was Dawn Sly-Terpstra, AVP Marketing and Customer Experience, Grinnell Mutual Insurance

Invited Co-Presenter, *The Activation Imperative: How to Build Brands and Business by Inspiring Action*, BrandSmart American Marketing Association Chicago, 2017

The other presenter was William Rosen, CEO of VSA Partners and my co-author of my book by the same name as the conference presentation

Co-Presenter, Audio Branding Book Launch Reception, Columbia College Chicago Library, 2017

The other presenter was Colleen Fahey, Managing Director of Sixieme Son U.S. and my co-author of my book on Audio Branding; moderated by Kathy Quinn, President of the Q Group

Invited Co-Presenter, *Effective Brainstorming Techniques*, The One Club Creative Boot Camp Chicago, 2017

My co-presenter was Peg Murphy, Associate Professor, Columbia College Chicago

Invited Panelist, Marketing Boot Camp: Brand Development and Visual Communications, RelativityFest, kCura Corporation, 2016

Other panelists included: JC Steinbrunner (Creative Director, kCura), David Elliott (Brand Photographer, Airbnb), & Mig Reyes (Design Lead at Trunk Club & President of AIGA Chicago)

Invited Co-Presenter, *Effective Brainstorming Techniques*, The One Club Creative Boot Camp Chicago, 2016

Invited Presenter, *How to Succeed in Advertising*, Here Are All the Black People, A Multicultural Creative Career Fair (Affiliated with New York Advertising Week), The One Club for Art & Copy, 2015

Panel Co-Chair, *#Hired – Are you Teaching Your Students What They Need to Get A Job? An Open Panel with Industry Recruiters*, American Academy of Advertising Annual Conference, 2015

Co-chaired panel with Margaret Murphy, Assistant Professor, Columbia College Chicago, based on our peer-reviewed proposal and featuring Craig Badynee, Associate Director, Creative Recruiting, DigitasLBi; Stacy Fenster, Creative Recruiter, Leo Burnett; Courtney Henderson, Recruiting Director, FCB; Monika Jentsch, HR/Operations, Slack and Company; Kimberly Jones, HR Manager, Geometry Global; Tracy Richards, Director of Talent Acquisition, VSA Partners; and Sarah Walker, Director, HR CAHG TBWA/Worldhealth

Invited Presenter, *Warning Signs: Common Advertising Mistakes and How to Avoid Them*, College Media Business and Advertising Managers 43<sup>rd</sup> Annual Conference, 2015

Invited Co-Presenter, *Effective Brainstorming Techniques*, The One Club Creative Boot Camp Chicago, 2015

My co-presenter was Peg Murphy, Associate Professor, Columbia College Chicago

Invited Co-Presenter, *Effective Brainstorming Techniques*, The One Club Creative Boot Camp Chicago, 2014

My co-presenter was Peg Murphy, Associate Professor, Columbia College Chicago

Invited Presenter, *Get A Job! Observations from My Books and Career in Advertising and Marketing*, Friends of the Library Signature Showcase, Columbia College Chicago, 2013

Invited Presenter, *Getting Your Foundation in Order: A Brand Development and Activation Workshop*, 76<sup>th</sup> Annual Conference for Community Arts Education (produced by The National Guild for Community Arts Education), 2013

Facilitated a three-hour-long hands-on workshop that brought attendees through the branding process, showing them how to define and refine their foundational elements as well as bring their brand to life in their programs and communication materials.

Invited Co-Presenter, *Effective Brainstorming Techniques*, The One Club Creative Boot Camp Chicago, 2013

Invited Panelist, *Marketing and the Internet: How to Use New Technology*, Intercollegiate Broadcasting System Conference, 2012

Invited Co-Presenter, *Effective Brainstorming Techniques*, The One Club Creative Boot Camp Chicago, 2012

Presenter, *Assessing Student Performance in Service Learning: Awards & Results* (a poster presentation), International Association for Research on Service Learning and Community Engagement, 11<sup>th</sup> Annual Conference, 2011

Invited Presenter, *Bringing Your Brand to Life*, An Ignite Talk/Chicago Presentation sponsored by O'Reilly Media and organized and hosted by effinity, 2011

Featured Presenter, *Bringing Your Brand to Life*, A Chicago Ideas Week Affiliated Presentation produced by I Imagine Studio and Midtown Athletic Club, 2011

Presented the process for developing the brand foundation elements and then the co-presenters discussed the development of the brand foundation for Midtown Athletic Case as a case study.

Presenter, *Assessing Student Learning Through Effective Academic & Professional Partnerships: The Why, The How, and The Results*, Association for Institutional Research 50<sup>th</sup> Annual Forum, 2010

Co-facilitated a roundtable discussion with Sandra Allen, Program Director, Public Relations Concentration, Marketing Communication Department, Columbia College Chicago.

Invited Presenter, *How to Succeed in Advertising When All You Have Is Talent*, Professional Development Lunch (hosted by Rockford College), American Advertising Federation Northern Illinois, 2010

Invited Presenter, *Effective Use of Media*, Leadership Academy of the Southwest Suburbs, Saint Xavier University, Orland Park Campus, 2009

Presenter, *Student Learning Outcomes Assessment: Creating Change in Pedagogy*, The Higher Learning Commission 113<sup>th</sup> Annual Meeting, 2008

Presented with Louise Love, Vice President for Academic Affairs, and Margaret Sullivan, Chair, Marketing Communication Department, both of Columbia College Chicago.

Invited Presenter, *Strategies for Success*, C3 Marketing Series, Chicago Creative Coalition, 2007

Presenter (Jack Morton & Associates), *Experiential Marketing*, Promo Expo, 2004

Invited Panelist, *What Do Creative Directors Really Think*, Paladin Professional Development Seminar, Chicago, 2000

Invited Presenter, *Strategies for Success*, The Direct Marketing Association of Kansas City, 1989

Invited Presenter, *Strategies for Success*, Loyola University Graduate School of Business, 1997

Invited Presenter, *Strategies for Success*, American Advertising Federation, University of Illinois Chapter and Travis Maguire Advertising Service of the University of Illinois Urbana-Champaign, 1995

## SELECTED HONORS AND AWARDS

Please note: For advertising, awards – unless otherwise noted – are given to projects, not individuals. For the awards in the list below, I either served as the faculty advisor, creative or strategic leader, or copywriter, or I made another significant contribution to the award-winning campaign or project.

### Faculty Advisor

Winner, “ScreenHealth,” The Young Globals Student Competition, The Global Awards, Produced by the New York Festivals and sponsored by AbelsonTaylor & The Bloc, 2019

Finalist, “The Unplug Challenge,” The Young Globals Student Competition, The Global Awards, Produced by the New York Festivals and sponsored by AbelsonTaylor & The Bloc, 2019

Finalist, “End the Opioid Trend,” The Young Globals Student Competition, The Global Awards, Produced by the New York Festivals and sponsored by Calcium & Publicis Health/Saatchi & Saatchi Wellness, 2018

Finalist, “Lethal Madness,” The Young Globals Student Competition, The Global Awards, Produced by the New York Festivals and sponsored by & Publicis Health/Saatchi & Saatchi Wellness, 2018

1<sup>st</sup> Place, The Young Globals Student Competition, The Global Awards, “Feed Your Future,” Produced by the New York Festivals and sponsored by McCann Health and Ogilvy Healthworld, 2017

Finalist, “Leave Nutrition to Chance,” The Young Globals Student Competition, The Global Awards, Produced by the New York Festivals and sponsored by greyhealth group and Havas Health & You, 2017

1<sup>st</sup> Place, “Eat Right,” The Young Globals Student Competition, The Global Awards, Produced by the New York Festivals and sponsored by greyhealth group and Havas Health & You, 2015

Bronze, 33<sup>rd</sup> Annual Telly Awards (Student Category), “Urban Pledge,” Project Brotherhood, presented by the Telly Awards, 2012

Bronze, 33<sup>rd</sup> Annual Telly Awards (Student Category), “David’s Sunflower Seeds,” presented by the Telly Awards, 2012

Award of Excellence, 18<sup>th</sup> Communicator Awards (Student Category), “Urban Pledge,” Project Brotherhood, presented by the International Academy of Visual Arts, 2012

Bronze, 32<sup>st</sup> Annual Telly Awards (Student Category), “Chrome: The Race,” Chrome Messenger Bag, presented by the Telly Awards, 2011

Silver 31<sup>st</sup> Annual Telly Awards (Low Budget—Under \$1,000), “Radon Dream Home,” Respiratory Health Association of Metropolitan Chicago, Presented by the Telly Awards, 2010

Bronze, 31<sup>st</sup> Annual Telly Awards (Student Category), “Radon Dream Home,” Respiratory Health Association of Metropolitan Chicago, presented by the Telly Awards, 2010

Bronze, 31<sup>st</sup> Annual Telly Awards (Student Category), “Bud Light: Respect the Bottle,” presented by the Telly Awards, 2010

Silver, 16<sup>th</sup> Annual International Communicator Awards (Billboard Category), “Silent Nights,” The Chicago Fire Department, 2010

Silver, 16<sup>th</sup> Annual International Communicator Awards (Health & Wellness TV Commercial), “Radon Dream Home,” Respiratory Health Association of Metropolitan Chicago, 2010

Gold Trumpet, Golden Trumpet Awards (Issues Management), “Ashtray Art – Guerilla Public Relations,” Respiratory Health Association of Metropolitan Chicago, presented by the Publicity Club of Chicago, 2009

Student Silver, 6<sup>th</sup> District, ADDY Awards, “Love Your Body Campaign 2009,” National Organization for Women, presented by the American Advertising Federation, 2009

Student Silver, 6<sup>th</sup> District, ADDY Awards, “Running Out of Summer,” Southwest Airlines, presented by the American Advertising Federation, 2009

Silver, 30<sup>th</sup> Annual Telly Awards (Student Category), “Impossible is Nothing,” presented by the Telly Awards, 2009

Student Silver, 6<sup>th</sup> District, ADDY Awards, “Love Your Body Campaign 2008,” National Organization for Women, presented by the American Advertising Federation, 2009

Platinum, Ava Awards (Student Category), “Impossible is Nothing,” presented by the Association of Marketing and Communication Professionals, 2008

Platinum, Ava Awards (Student Category), “Save Your Shirt,” presented by the Association of Marketing and Communication Professionals, 2008

Platinum, Ava Awards (Pro Bono Category), “Prevent the Emergency,” Respiratory Health Association of Metropolitan Chicago, presented by the Association of Marketing and Communication Professionals, 2008

Gold, Ava Awards (Pro Bono Category), “Silence,” Chicago Fire Department, presented by the Association of Marketing and Communication Professionals, 2008

Gold, MarCom Creative Award (Pro Bono), “Love Yourself,” TPAN (Test Positive Aware Network), presented by the Association of Marketing and Communication Professionals, 2008

Honorable Mention, MarCom Creative Award (Pro Bono), “Silence,” Chicago Fire Department, presented by the Association of Marketing and Communication Professionals, 2008

Winner, 38th Annual Creativity Awards (Student Category—Print), “Get Down,” TPAN (Test Positive Aware Network), 2008

Winner, 38th Annual Creativity Awards (Student Category—Print), “Ashtray,” Respiratory Health Association of Metropolitan Chicago, 2008

Winner, 38th Annual Creativity Awards (Student Category—Print), “Butt Breath,” Respiratory Health Association of Metropolitan Chicago, 2008

Winner, “Love Your Body Calendar Contest,” Presented by the National Organization for Women, 2008

Bronze, 28th Annual Telly Awards (Student), “Pollution,” American Lung Association of Metropolitan Chicago, 2007

Platinum, Ava Awards (Student Category), “Levi’s Pure Devotion,” presented by the Association of Marketing and Communication Professionals, 2007

Gold, Ava Awards (Student Category), “Ecko Life,” presented by the Association of Marketing and Communication Professionals, 2007

Honorable Mention, Ava Awards (Pro Bono), Lung Health, American Lung Association of Metropolitan Chicago, presented by the Association of Marketing and Communication Professionals, 2007

Platinum, MarCom Creative Award (Pro Bono), “Power Washing,” American Lung Association of Metropolitan Chicago, presented by the Association of Marketing and Communication Professionals, 2007

Gold, MarCom Creative Award (Pro Bono), “Check Your Detector,” Chicago Fire Department, presented by the Association of Marketing and Communication Professionals, 2007

Gold, Golden Trumpet Award (Issues Management), “Smoke-Free Tipping Point,” American Lung Association of Metropolitan Chicago, presented by the Publicity Club of Chicago, 2006

### **Professional Projects**

Gold, MarCom Creative Awards (Strategic Communications/Marketing/Promotion Campaign/Special Event), “Taiwan Excellence Earth Month Sustaining Sustainability Pop-up Experience” (TIATRA/Taiwan Excellence), Marketing for Wellness (agency), presented by Association of Marketing and Communication Professionals, 2023

Gold, MarCom Creative Awards (Strategic Communications/Marketing/Promotion Campaign/Integrated Marketing), “Acutia Integrated Marketing,” Marketing for Wellness (agency), presented by the Association of Marketing and Communication Professionals, 2022

Gold, NYX Marcom Awards, Acutia Social Media Campaign, Marketing for Wellness (agency), presented by the NYX Awards/ International Awards Associate (IAA), 2022

Award of Excellence, 21<sup>st</sup> Annual International Communicator Awards (Print: Magazine Advertising), “Solid Colors Collection Launch” (Lamin-Art), I Imagine (agency), presented by the International Academy of Visual Arts, 2015

Award of Distinction, 21<sup>st</sup> Annual International Communicator Awards (Websites: Manufacturing), “Solid Colors Collection Launch (Lamin-Art), I Imagine (agency), presented by the International Academy of Visual Arts, 2015

Award of Distinction, 21<sup>st</sup> Annual International Communicator Awards (Websites: Manufacturing), deskmakers.com (Lamin-Art), I Imagine (agency), presented by the International Academy of Visual Arts, 2015

Gold Trumpet, Golden Trumpet Awards (Marketing-Branding), “Exploring Music with Bill McGlaughlin,” WFMT, presented by the Publicity Club of Chicago, 20014

Silver, Davey Awards (Business-to-Business), “Metal-Art Direct Mail” (Lamin-Art), I Imagine (agency), presented by the International Academy of the Visual Arts, 2013

Standard of Excellence, WebAward (B2B), “Pearlescence Website” (Lamin-Art) I Imagine (agency), presented by the Web Marketing Association, 2013

Silver, Summit Creative Awards (B2B Product/Services Brochure), “Pearlescence” (Lamin-Art), I Imagine (agency), presented by the Summit International Awards, 2013

Award of Excellence, 19th Annual International Communicator Awards (Brochure: Business-to-Business), “Pearlescence” (Lamin-Art), I Imagine (agency), presented by the International Academy of Visual Arts, 2013

Award of Distinction, 19th Annual International Communicator Awards (Brochure: Business-to-Business), “Premium Wood Prints” (Lamin-Art), I Imagine (agency), presented by the International Academy of Visual Arts, 2013

Award of Distinction, 19th Annual International Communicator Awards (Brochure: Business-to-Business), “Veneer-Art (Lamin-Art),” I Imagine (agency), presented by the International Academy of Visual Arts, 2013

Award of Distinction, 19th Annual International Communicator Awards (Integrated Campaign: Promotional/Branding), “Midtown Chicago Campaign” (Midtown Athletic Clubs), I Imagine (agency), presented by the International Academy of Visual Arts, 2013

Platinum, Hermes Awards (Publications/Catalog), “Premium Wood Prints” (Lamin-Art), I Imagine (agency), presented by the Association of Marketing and Communication Professionals, 2013

Platinum, Hermes Awards (Website), “pearlescence.com” (Lamin-Art), I Imagine (agency), presented by the Association of Marketing and Communication Professionals, 2013

Platinum, Hermes Awards (Integrated Marketing/Company Branding), “Aleksandra Brand Development, Aleksandra Russian Pointe Shoes, I Imagine (Agency), presented by the Association of Marketing and Communication Professionals, 2013

Gold, Hermes Awards (Advertising/Direct Mail), “Pearlescence DM (Lamin-Art),” I Imagine (agency), presented by the Association of Marketing and Communication Professionals, 2013

Award of Distinction (Integrated Campaign), ADDY Awards, “Midtown Chicago Campaign” (Midtown Athletic Clubs), I Imagine (agency), presented by Los Angeles North Chapter of the American Advertising Federation, 2013

Silver, Davey Awards (Home Page), “Midtown Chicago Repositioning Campaign (Midtown Athletic Clubs), I Imagine (agency), presented by the International Academy of the Visual Arts, 2012

Outstanding Website, Internet Advertising Awards, “midtown.com” (Midtown Athletic Clubs), I Imagine (agency), presented by the Web Marketing Association, 2012

Silver Trumpet, Golden Trumpet Awards, “Proud to Be UIC,” University of Illinois at Chicago, presented by the Publicity Club of Chicago, 20012

Bronze, The 27<sup>th</sup> Annual Educational Advertising Awards, “Proud To Be UIC, The University of Illinois at Chicago, presented by the Higher Education Marketing Report, 2012

The American Package Design Awards, “FEW Spirits” (FEW Spirits), Wilburn Thomas (agency), presented by Graphic Design: USA, 20012

Silver, W3 Awards (Consumer Services), “www.midtown.com” (Midtown Athletic Club), I Imagine (agency), presented by the International Academy of the Visual Arts, 2011

Silver, Davey Awards (Website Best Practices), “Seize the Moment Campaign” (Midtown Athletic Club), I Imagine (agency), presented by the International Academy of the Visual Arts, 2011

Silver, Davey Awards (Business-to-Business Direct Response), “RedPrairie Retail Campaign” (RedPrairie), Slack and Company (agency), presented by the International Academy of the Visual Arts, 2011

Gold, MarCom Creative Awards (Marketing/Promotion Campaign/Branding Refresh), “Seize the Moment Campaign” (Midtown Athletic Club), I Imagine (agency), presented by the Association of Marketing and Communication Professionals, 2011

Gold, MarCom Creative Awards (Ads/Posters), “Proud to Be UIC Campaign,” The University of Illinois – Chicago, presented by the Association of Marketing and Communication Professionals, 2011

Best of Group, B2 Awards (Direct Response Marketing), “RedPrairie Retail Campaign” (RedPrairie), Slack and Company (agency), presented by the Business Marketing Association, 2011

Best of Category, B2 Awards (Direct Response Marketing/Offline Category), “RedPrairie Retail Campaign” (RedPrairie), Slack and Company (agency), presented by the Business Marketing Association, 2011

Award of Excellence, B2 Awards (Dimensional Direct Mailer Campaign Over \$25/Unit Division in Direct Response Marketing/Offline Category), “RedPrairie Retail Campaign” (RedPrairie), Slack and Company (agency), presented by Business Marketing Association, 2011

Gold, 28<sup>th</sup> Annual Tower Award (Web sites less than \$25,000), tcboost.com (TCBoost), Wilburn Thomas (agency), presented by the Business Marketing Association of Chicago, 2011

2011 Legends in Law Award, The 12<sup>th</sup> Annual Burton Awards for Legal Achievement (Best Law Firm Profile), “Nolan Law Group Brochure” (Nolan Law Group), Torque (agency), presented by the Burton Foundation, held in Association with the Library of Congress, 2011

Runner Up, 29<sup>th</sup> Annual B2B Ace Awards (Direct Marketing – Direct Mail – Campaign), RedPrairie Retail Campaign (RedPrairie), Slack and Company (agency), Business Marketing Association of New York, 2011

Platinum, Hermes Awards (Social Media Category), “Improving Graduation Rates with Facebook,” The University of Illinois at Chicago, presented by Association of Marketing and Communication Professionals, 2011

Merit, The 26<sup>th</sup> Annual Educational Advertising Awards, “Improving Graduation Rates with Facebook,” University of Illinois at Chicago, presented by the Higher Education Marketing Report, 2011

Silver Trumpet, Golden Trumpet Awards (New Media), “Improving Graduation Rates with Facebook,” University of Illinois at Chicago, presented by the Publicity Club of Chicago, 2011

The American Package Design Awards, “Cremel Launch” (Bay Valley Foods), Revalour (agency), presented by Graphic Design: USA, 2011

Silver, 7<sup>th</sup> Annual Davey Awards, (Business to Consumer Radio), “CCY Nalley Pickles” (Nalley/Bay Valley Foods), Revalour (agency), presented by the International Academy of the Visual Arts, 2010

Platinum, MarCom Creative Award (Advertising Campaign), “Get Connected on Facebook, University of Illinois at Chicago, presented by the Association of Marketing and Communication Professionals, 2010

Silver W3 Award (Healthcare Services Website), MyPedsDoc.com (Pediatric Specialists), Wilburn Thomas (agency), presented by the International Academy of the Visual Arts, 2010

Silver W3 Award (Sports Website), tcboost.com (TC Boost), Wilburn Thomas (agency), presented by the International Academy of the Visual Arts, 2010

The American Graphic Design Awards, “tcboost.com” TC Boost, Wilburn Thomas (agency), resented by Graphic Design: USA, 2010

Bronze, 31<sup>st</sup> Annual Telly Awards (Internet/Online Video—Information), “Pearlescence (Lamin-Art), I Imagine (agency), 2010

Honorable Mention, 40<sup>th</sup> Annual Creativity International Awards (Integrated Campaign), “Pearlescence” (Lamin-Art), I Imagine (agency) 2010

Outstanding Website, Internet Advertising Awards, pearlescence.com (Lamin-Art), I Imagine (agency), presented by the Web Marketing Association, 2009

Leader Award, 2009 Summit Emerging Media Awards, pearlescence.com (Lamin-Art), I Imagine (agency), presented by the Summit International Awards, 2009

Silver, W3 Award (Branded Content: Business-to-Business), Pearlescence Web Video (Lamin-Art), I Imagine (agency), presented by the International Academy of the Visual Arts, 2009

Silver, W3 Award (Website-Manufacturing), pearlescence.com (Lamin-Art), I Imagine (agency), presented by the International Academy of the Visual Arts, 2009

Standard of Excellence, WebAward (Consumer Goods), “Black & Decker SpaceMaker Web Site” (Black & Decker SpaceMaker) I Imagine (agency), presented by the Web Marketing Association, 2009

The American Graphic Design Awards, “Channel Economics ID Suite” (Channel Economics), Steadfast (agency), presented by Graphic Design: USA, 2009

The American Package Design Awards, “Elites Labels Brand Launch” (Bay Valley Foods), Revalour (agency), presented by Graphic Design: USA, 2009

Honorable Mention, 2008 Green Dot Awards (Celebrating Excellence in Green Products and Services), “EcoEnable” (Lamin Art), I Imagine (agency), presented by Farmani Group, 2008

Silver, Davey Award, (Green/Eco-friendly), “Green Campaign” (Lamin-Art), I Imagine (agency), presented by the International Academy of the Visual Arts (in partnership with Advertising Age), 2008

Platinum, MarCom Creative Award (Collateral), “My Education,” Marketing Communication Department, Columbia College Chicago, presented by the Association of Marketing and Communication Professionals, 2008

Platinum, MarCom Creative Award (Ad), “Perfect 10” (WEC), Steadfast (agency), presented by the Association of Marketing and Communication Professionals, 2008

Gold, MarCom Creative Award (Ad Campaign), “Get Aggressive” (WEC Welding & Machining), Steadfast (agency), presented by the Association of Marketing and Communication Professionals, 2008

Honorable Mention, MarCom Creative Award (Website Home Page), “presented.tcboost.com” (TCBoost), Steadfast (agency), presented by the Association of Marketing and Communication Professionals, 2008

Silver, W3 Awards, PCI Energy Services, a subsidiary of Westinghouse, Steadfast (agency), presented by the International Academy of the Visual Arts (in partnership with Advertising Age), 2008

The American Graphic Design Awards (Print Ad), “Easier to Choose” (Trans-United Specialized Hauling), Steadfast (agency), presented by Graphic Design: USA, 2008

The American Graphic Design Awards (Print Campaign), “Nalley Picnic Bench, Sandcastle, & Mt. Rainier” (Bay Valley Foods), Revalour (agency), presented by Graphic Design: USA, 2008

The American Graphic Design Awards (Collateral), “My Education,” Marketing Communication Department of Columbia College Chicago, presented by Graphic Design: USA, 2008

The American Graphic Design Awards (Print Ad), “Jackie Mack Storybook Newspaper Ad,” Jackie Mack Realtor, presented by Graphic Design: USA, 2008

Finalist, Summit Marketing Effectiveness Award (B-to-B Service), “dwchallenge.com” (Dynamic Wellness), Steadfast (agency), 2008

Silver, 25th Annual Tower Award (Website Produced for More Than \$25,000), Trans-United, Inc, Steadfast (agency), presented by the Business Marketing Association of Chicago, 2008

Silver, 25th Annual Tower Award (Website Produced for Less Than \$25,000), Dynamic Wellness, Steadfast (agency), presented by the Business Marketing Association of Chicago, 2008

Gold Award, 14th Annual Summit Creative Awards (Landing Page), “Truckismo,” Trans-United Specialized Hauling, Steadfast (agency), 2008

Silver Award, 14th Annual Summit Creative Awards (Landing Page), “Boost Your Game,” TC Boost, Steadfast (agency), 2008

Award of Distinction, 14th Annual International Communicator Awards (Print Advertising), “It’s easier to choose Truckismo” (Trans-United Specialized Hauling, 2008

Platinum, Hermes Awards (Overall Website), “Critical Leadership” (PCI Energy Services, a subsidiary of Westinghouse), Steadfast (agency), presented by the Association of Marketing and Communication Professionals, 2008

Gold, Hermes Awards (Overall Website), “Truckismo” (Trans-United Specialized Hauling), Steadfast (agency), Presented by the Association of Marketing and Communication Professionals, 2008

Silver Award, 37th Annual Creativity Awards (Consumer Website), “Baby’s Third Most Important Person” (North Suburban Pediatrics), Steadfast (agency), 2007

Merit Winner, 37th Annual Creativity Awards (Business-to-Business Website), “truckismo.com” (Trans-United Specialized Hauling), Steadfast (agency), 2007

Gold, MarCom Creative Award (Radio), “Pickle Music” (Nalley Pickles and Relish), Revalour (agency), presented by the Association of Marketing and Communication Professionals, 2007

Honorable Mention, MarCom Creative Award (Overall Website), “Baby’s Third Most Important Person” (North Suburban Pediatrics), Steadfast (agency), presented by the Association of Marketing and Communication Professionals, 2007

Gold, MarCom Creative Award (Trade Ad) “Choose TRUKISMO” (Trans-United Specialized Hauling), Steadfast (agency), presented by the Association of Marketing and Communication Professionals, 2007

Best of Category, Summit Marketing Effectiveness Award (Consumer Product Campaign), Nalley “Pickle Music” Radio Campaign (Nalley Pickles and Relish/Bay Valley Foods), Revalour (agency), 2007

Finalist, Summit Marketing Effectiveness Award (Consumer Product Single Entry), Nalley “Utah” Newspaper FSI, Nalley Pickles and Relish (Bay Valley Foods), Revalour (agency), 2007

Silver, 24th Annual Tower Award (Total Program Over \$200,000), USG Framing, Torque (agency), presented by the Business Marketing Association of Chicago, 2007

Award of Distinction, 13th Annual International Communicator Awards (Collateral), “Get Up Brochure,” ALTMA/White Oak Group, 2007

Gold, MarCom Creative Award (Collateral), Student Survival Guide (American Osteopathic Association), Imagine Creative Group (agency), presented by the Association of Marketing and Communication Professionals, 2005

Platinum, MarCom Creative Award (Collateral), AOA Member Benefits Guide (American Osteopathic Association), Imagine Creative Group (agency), presented by the Association of Marketing and Communication Professionals, 2005

Honorable Mention, MarCom Creative Award (Direct Mail), “Strongest Link” (American College of Osteopathic Family Physicians), Imagine Creative Group (agency), presented by the Association of Marketing and Communication Professionals, 2005

Gold, Davey Award, (Direct Mail), “Strongest Link” (American College of Osteopathic Family Physicians), Imagine Creative Group (agency), 2005

The American Graphic Design Award for Excellence in Communication (Website), Steelhead Corporation, Proverb Associates (agency), presented by Graphic Design: USA, 2004

The American Graphic Design Award for Excellence in Communication (Website), “Tom Simonds Inc.,” Proverb Associates (agency), presented by Graphic Design: USA, 2004

The American Graphic Design Award for Excellence in Communication (Store Merchandising), Republic Bank, Proverb Associates (agency), presented by Graphic Design: USA, 2003

Bronze, POP Design of the Times Award (Temporary Freestanding Displays), “United for the Paws” (PetSmart), Marketing Store Worldwide (agency), 2002

Buddy Award for Marketing Excellence, McDonald’s Corporation “Company Joe” Coffee Concept, presented by Frankel, 1996

Promotion of the Year, McDonald’s in Walmart Power Rangers Halloween Event, presented by Saban Corporation, 1996

The American Graphic Design Award for Excellence in Communication (Sales Promotion), Radiological Society of North America 1995 Exhibitor Prospectus, presented by Graphic Design: USA, 1995

The American Graphic Design Award for Excellence in Communication (Brochure), Radiological Society of North America 1995 Exhibitor Prospectus, presented by Graphic Design: USA, 1995

### **Individual Achievement**

Making A Difference Media Service Award, Respiratory Health Association of Metropolitan Chicago (formerly the American Lung Association of Metropolitan Chicago), 2007

Platinum, MarCom Creative Award (Advertising Copywriting), “Jackie Mack Storybook Newspaper Ad,” Jackie Mack Realtor, Presented by the Association of Marketing and Communication Professionals, 2007

My Store Marketing Award of Excellence, “Making It My Business” Campaign, Presented by McDonald’s Corporation, 1997

Honorable Mention, Alexander J. Reid Prize, an independent juried honor, Lawrence University, Appleton, Wisconsin, 1984

Honorable Mention, Hicks Prize in Poetry, an independent juried honor, Lawrence University, Appleton, Wisconsin, 1984

Alexander J. Reid Prize for Best Descriptive Sketch, an independent juried honor, Lawrence University, Appleton, Wisconsin, 1983

**Books**

Finalist, “The 2024 Leonard L. Berry Marketing Book Award,” The American Marketing Association Foundation, *Voice Marketing: Harnessing the Power of Conversational AI to Drive Customer Engagement*; Co-authors: Susan Westwater, CEO & Co-Founder, Pragmatic Digital; Scot Westwater, CCO & Co-Founder, Pragmatic Digital; Colleen Fahey, U.S. Managing Director, Sixieme Son

**Teaching Methodology**

Professor of the Year, presented by StuKent (it recognized my dedication to student success, innovative teaching methods, and focus on connecting education to real-world applications), 2025

Professor of the Month, December, presented by StuKent (it recognized my dedication to student success, innovative teaching methods, and focus on connecting education to real-world applications), 2024

**PROFESSIONAL DEVELOPMENT****Selected Disciplines**

Brand Development, Brand Advertising, Brand Activation, In-Bound Content Marketing, Interactive and Social Media Marketing, In-Store Marketing & Zone Merchandising, Promotional Marketing, Experiential, Local Store Marketing, New Product Development, Trade Show, Direct Response Marketing, Internal and Channel Communications, and more.

**Selected Media**

Television & Online Video, Terrestrial & Internet Radio, Print, In-Store Signage, Outdoor, Experiential, Ambient/Guerilla, PR, Direct Mail, Website, E-mail, PPC, Digital Marketing, Social (Paid & Organic), Native Advertising, Mobile, Packaging, Trade Show Booth Environments, Collateral, and more.

**Selected Agencies (Full-Time and Freelance)**

141 Worldwide (now Geometry Global), AssociaDirect, Axial1 Performance Marketing, BrandAction, Be One, Cloverleaf Innovations, Davidoff Communications, DiSanti Hicks + Partners, Draft Worldwide (now FCB), effinity, Entertainment Marketing Group, The Food Group, Frankel (now Arc Worldwide), Healthcare Branding Group, I Imagine Studio, Imagine Creative Group, IDM Brand, Insights Squared, Intechnic, Jacobs & Clevenger, KSV, LAGA (Lipson Alport Glass & Associates), Kinetic Media, MARCH Marketing, Marketing for Wellness, Marketing Store Worldwide, Marketing Support, Neiger Design, Proverb Associates, Revalour, Ryan Partnership, Slack & Company, Steadfast Data Systems, Thompson Recruitment (of J Walter Thompson), Torque, Trigr, Trillium Productions, Tucker Knapp, VSA Partners, Waterfall Media, and Wilburn Thomas (a more complete list available upon request).

## Selected Clients

AARP, Alpina Productos Alimenticios, Amazon, Ambius, Aramark HMS, Ashe Legal Group. AT&T Wireless, Authentify, Bay Valley Foods, Beltone, Bernina, Bristo-Myers Squibb, Black & Decker, Caesarstone, Charter One, Cleary Gull (Johnson Bank), Coca-Cola, Dean Foods, Dole 100% Juice, Fleetwood Homes, Frito-Lay, GE, General Mills, Gerflor, Google, Illinois Tool Works, SC Johnson, Kraft, Kove, Lakeside Collection, Lamin-Art, Liberty Bank, Lifeway Foods, Mayo Medical Laboratories (Mayo Clinics), McDonald's, MetLife, Midtown Athletic Clubs, Motorola, Naples Bay Resort, National Safety Council, Nike, PetSmart, Pockets Restaurants, Premier America Credit Union, Rivet Radio, Sanford, Scott Foresman (now Pearson Education), Sears, Skil Tools, Schnieder National Carriers, Spacelabs Healthcare, Taiwan External Trade Development Council, Trans-United Specialized Carriers, Tropicana, True Value, Unilever, United Airlines, United States Postal Service, University of Chicago Medicine, Upromise, USG, Veterans Administration (US Department of Veteran Affairs), Veterans Florida, Vita Foods, Westinghouse, and WFMT (a more complete list available upon request).

## Selected Professional Accomplishments

### *Consumer Promotions*

Midtown Athletic Clubs: Developed and executed integrated online and offline campaign to reposition an already successful and profitable club, increasing new memberships by more than 300% while decreasing lead acquisition costs by 83%.

Amazon: Developed branded activation-oriented Internet radio campaigns for Amazon Student, Amazon Mom, and other programs as well as results-driven integrated advertising elements, including print, outdoor, and online for these marketing programs as well as for the launch of Amazon Locker.

GammaCore: developed messaging for a medical product that received emergency use authorization (EUA) during the global pandemic designed to treat severe breathing issues asthma sufferers could experience when they contracted COVID-19.

Radicava (Mitsubishi Tanabe Pharma America): Developed marketing materials to help launch a medication that could slow the progression of amyotrophic lateral sclerosis/ALS; also developed and delivered a training on the rules and regulations of interacting with the Veterans Administration's medical facilities to market the medication.

AARP: Helped develop a strategy for marketing to key audience segments across its various highly separate operational silos; also created a wide range of organic social posts, paid social posts, digital advertising, print advertising, a voice book, radio scripts, and more for them.

DTE (Detroit) Energy: Contributed to the redesign of its integrated marketing communications (advertising, social media, and public relations) project briefing and creative development processes for this Fortune 300 energy utility

Nalley Pickles (Bay Valley Foods): Co-created brand personality • Served as creative director and writer for the development of an award-winning integrated campaign (including radio, FSI advertising, packaging, in-store, and promotions) to revitalize long-standing regional brand • Results include going from “second tier” brand with quickly falling market share to the leading brand in its category in the region where its disturbed • Developed promotion that increased short-term sales volume by 53%.

Cleary Gull (Johnson Bank): Developed an online (i.e., PPC and banner ad) lead generation and relationship-building content drip campaign that resulted in a 1,008% increase in new leads; a 93% decrease in cost per lead; and a conversion rate increase of 257%.

McDonald's: Co-created innovative toy concept for company's Consumer Products Division and developed vertically integrated promotional ideas for the concept that resulted in an incremental purchase of 85 million toys in an agency shootout. • Named and developed "Company Joe," a new retail concept, with resulting sales exceeding projections by over 100% within four months of operation and expanding to over 40 sites in two years. • Created promotions that helped reverse decline in sales at McDonald's in Walmart restaurants. • Produced, directed, and wrote over 200 radio and PA announcements for McDonald's in Walmart in a two-year period.

Frito-Lay & eHow.com: Wrote online promotion that balanced the branding and business-building needs of Tostitos Chips and Salsa and eHow.com; crafted in-store merchandising and trade ad for Doritos.

Pockets Restaurants: Developed rebranding and local store marketing strategy that increased year-to-year sales by more than 25% in targeted restaurants.

PETsMART: Wrote in-store materials and implementation guide for highly successful "2001 United for the Paws" promotion. • Created overall Local Store Marketing Planner and implementation instructions for each Local Store Marketing program. • Crafted internal sell-in materials for launch of new branding campaign and Holiday '01 promotion implementation guide.

United Airlines: Created promotion at high-end event designed to reinforce premium image and ideated programs to encourage travel to Buenos Aires and promote increased flights from Dulles.

Tropicana: Concepted sampling events for Tropicana Pure Premium, tactics for a new product introduction, and a promotion for Tropicana Twister, and executed promotions for Tropicana Twister and Dole 100% Juice.

AT&T Wireless: Ideated promotional tie-in programs for sponsorship of Olympics.

United States Postal Service: executed branded continuity merchandising elements promoting products and services and created materials used in successful re-solicitation of contract.

MTV: Redirected creative efforts and created test campaign for launch of an MTV credit card enabling its agency to retain the account.

Black & Decker SpaceMaker: Wrote award-winning e-commerce interactive website designed to promote entire line of SpaceMaker products.

Upromise: Created partnership strategy and promotional tactics for launching this innovative concept, which resulted in 100% buy-in by targeted companies and becoming the nation's top loyalty program within two months of its launch.

### *Trade & Business-to-Business*

McDonald's: Redesigned crew training and motivation template for national promotions; managed internal campaign to promote use of Local Store Marketing programs; boosted internal sales of 25-year-old Local Store Marketing program by 8%.

BrandGuard.com: Developed Website copy and decision tree for Web-based digital asset management system, helping to create a new revenue source; provided creative direction and copy for follow-up online promotional and direct marketing campaign that increased sales by over 690% and the user base by over 30%.

Nike: Concepted sales incentive programs designed to encourage sales associates to suggestively-sell client's products and edited overall deck for workability and effectiveness.

Motorola: Ideated and executed \$4 million sales incentive program in four months, including the setting of style and tone and providing direction to rest of creative team.

ISC-Expo: Developed and implemented new marketing strategies for long-established tradeshow, increasing pre-registration by 25% and attendance by 11%.

Scott Foresman (University of Chicago School Mathematics Project): Developed campaign for the launch of an innovative mathematics curriculum developed at The University of Chicago and achieved a market share of 15% for elementary reading programs, amounting to 35% of the school division revenues.

Wixon: Developed an electronic newsletter that generated a 42% read through rate, an all-time record for this client as well as a rate above industry average.

### **Strategic Promotional Partners**

Coca-Cola; Disney; eHow.com, Mattel; NASCAR; NBA; NFL; Olympics; Saban; Walmart; AOL; Warner Bros.

## **SERVICE**

### **Selected Community & Professional Service**

Jury Member, 2025 ANA Multicultural and Inclusive Marketing Excellence Awards, The Association of National Advertisers, New York, New York, 2025

Reviewer, Social Media Simternship Revision, Stukent, 2025

Reviewer, Digital Marketing Simternship Revision, Stukent, 2024

Blind Peer Reviewer, Advertising Monograph Proposal, Rowman & Littlefield Publishers, 2022

Jury Member, One Show Young Ones Competition, The One Club for Art & Copy, New York, New York, 2019

Judge, Senior Projects, Advertising Design Students, Fashion Institute of Technology (State University of New York), 2018

Blind Peer Reviewer, Advertising Monograph Proposal, Rowman & Littlefield Publishers, 2018

Blind Peer Reviewer, Marketing Textbook Proposal, Kogan Page Publishers, 2017

Judge, Senior Projects, Advertising Design Students, Fashion Institute of Technology (State University of New York), 2017

Judge, Senior Projects, Advertising Design Students, Fashion Institute of Technology (State University of New York), 2016

Jury Member, One Show Young Ones Competition, The One Club for Art & Copy, New York, New York, 2016

Reviewer, Proposed Session Papers, 2015 American Academy of Advertising Conference, 2014

Jury Member, 200 Best Digital Artists Worldwide, Lürzer's International Archive, Vienna, Austria, 2014

Member, Marketing Committee, Jewish Reconstructionist Congregation, Evanston, 2013 – 2015

Jury Member, 17<sup>th</sup> Annual AAM MAA Awards (Marketing Achievement Awards), Association for Accounting Marketing, 2011

Reviewer, *Advertising Creative: Strategy, Copy, and Design Third Edition*, by Thomas B Altstiel and Jean Grow, Los Angeles: Sage Publications, 2011

Presenter, Middle School Writer's Fair, Martin Luther King, Jr. Laboratory Schools in Evanston, 2006

Presenter, Project LIVE, Evanston Township High School (Funded by Northwestern University), 2006

Jury Member, Skyscraper Awards, Illinois Special Events Network (Chicago Southland Convention & Visitors Bureau), 2006

Jury Member, Skyscraper Awards, Illinois Special Events Network (Chicago Southland Convention & Visitors Bureau), 2005

Provided one-on-one reviews of marketing communication materials to attendees including suggestions on how to improve the pieces.

Jury Member, Design of the Times Awards Competition, 2000

Awards presented at the POP Show/New York and POP Show/Chicago (sponsored by *POP Times* and *POP Design* magazines).

### **Selected College-Wide Service**

School of Business & Entrepreneurship Representative, Procedural Review Committee, Columbia College Chicago, 2025—present

Member, Brand Elevation Team, Columbia College Chicago, 2024—present

Alternate School of Media Arts Representative, Procedural Review Committee, Columbia College Chicago, 2022 – 2024

Member, Faculty Library Advisory Group, Columbia College Chicago Library, 2020—2024

Member, College Archives Advisory Group, Columbia College Chicago Library, 2014 – Present

Member, Ad Hoc Student Evaluation of Teaching (SET) Improvements and Usage Evaluation Committee 2019 – 2021

Member-At-Large, Executive Committee Columbia College Faculty Senate, 2019 – 2021

Senator, Communication Department, Columbia College Faculty Senate, 2018 – 2021

Member, Phased Retirement Policy Development Committee, 2018 – 2019

School of Media Arts Faculty Representative, Community Engagement Strategic Plan Implementation Committee, Columbia College Chicago, 2015 – 2017

Member, Search Committee, Executive Director, Portfolio Center/Career Initiatives, Spring & Summer 2014

Founding Member, Portfolio Center Faculty Advisory Board, 2007 – 2013

Served as Individual Faculty Advisor, Portfolio Center, 2004 – 2007.

Panelist, “Service Learning as Integrative Pedagogy” (a breakout session), All-College Retreat, Columbia College, 2011

Faculty Advising Liaison, Title III Resources Team, 2007 – 2009

Position reported to Director, Title III, Office of the Provost, and the Deputy Provost.

Member, Student Systems (Advising, Orientation, and Degree Audit) Technology Assessment Taskforce, 2008

Member, Academic Portal Technology Assessment Taskforce, 2008

Panelist, “Creating Change in the Community” (a breakout session), All-College Retreat, Columbia College, 2008

Panelist, “Student Learning Outcomes Assessment” (a breakout session), All-College Retreat, Columbia College, 2008

Panelist, “Marketing Yourself” (a breakout session), All-College Retreat, Columbia College, 2005

Member, Planning Committee, 2005 All-College Retreat, 2004 – 2005

Advisor, Branding Initiative, Columbia College Fiction Department, 2004

Departmental Representative, Columbia College Open House, 2003 – Present

Departmental Representative, Columbia College New Student Orientation, 2003 – Present

### **Selected Departmental Service**

Assessment Coordinator, School of Business & Entrepreneurship, 2024 – Present

Evaluator, Part-Time Faculty, School of Business & Entrepreneurship, Fall, 2024 & Spring 2025

Reviewed part-time faculty members; steps included conducting Classroom Observation, a review of student work samples, student evaluations, handouts, and syllabus, and filing an electronic report.

Member, Search Committee, Branded Entertainment Visiting Professor, Communication Department, 2022

Course Supervisor, Advertising Program, Communication Department, Fall 2021

Also supervised selected courses in both the Public Relations and Communication Programs.

Course Supervisor, Advertising Program, Communication Department, Fall 2020

Also supervised selected courses in both the Public Relations and Communication Programs.

Assessment Coordinator, Communication Department, 2018 – 2024

Member, Search Committee, Practitioner in Residence/Assistant Professor of Instruction in Radio, Communication Department, 2018

Member, Curriculum Committee, Communication Department, 2015 – 2024

Course Supervisor, Advertising Program, plus various Public Relation and Communication Courses, Communication and Media Innovation Department, 2015 – 2016

Assessment Coordinator, Advertising and Public Relations Programs, Communication and Media Innovation Department, 2015 – 2017

Member, Search Committee, Department Chair, Communication and Media Innovation Department, 2014 – 2015

Search Committee Chair, Department Chair Search Committee, Marketing Communication Department, 2013 – 2014

Member, Curriculum Committee, Marketing Communication Department, 2003 – 2009 & 2011 - 2013

Assessment Coordinator, Marketing Communication Department, 2005 – 2010 & 2012 - 2013

Faculty Advisor, Get Your Spot Shot Competition, an annual contest open to students in the Film & Video, Art & Design and Marketing Communication Departments, sponsored by these departments as well CCC's Portfolio Center, 2007, 2008, 2009, 2010, 2013

Member, Patricia McCarty Scholarship Committee, 2004, 2005, 2006, 2007, 2008, 2009, 2013  
Chaired the committee in 2004, the first year of the scholarship.

Member, Marketing Communication Department Presidential Scholarship Committee, 2013

Member, Search Committee, Department Chair, Marketing Communication, 2011 – 2012

Evaluator, Columbia College Chicago Part-Time Faculty, Spring 2009, Spring 2012, Spring & Fall 2013  
Reviewed part-time faculty members; steps included conducting Classroom Observation, a review of student work samples, student evaluations, handouts, and syllabus, and filing an electronic report; conducted two reviews in 2009, two in 2012, and four in 2013.

Member, Search Committee, Tenure-Track Faculty Member in the Marketing Concentration, 2009 – 2010

Member, Search Committee, Tenure-Track Faculty Member in the Marketing Concentration, 2006 – 2007

Member, Search Committee, Tenure-Track Faculty Member in the Marketing Concentration, 2005 – 2006

Member, Academic Excellence Scholarship Committee, Marketing Communication Department, 2004, 2005, 2006, 2007

Alternate College Council Representative, Marketing Communication Department, 2005 – 2006

Member, Search Committee, Tenure-Track Faculty Member in the Marketing Concentration, 2004 – 2005

Participant, Program Review, Marketing Communication Department, 2004 – 2005

Originator & Organizer, Icon Speaker Series, Marketing Communication Department, 2004 – 2006

## OTHER ACCOMPLISHMENTS

Broadcast media appearances include: WMAQ-TV Chicago, CLTV, WRKO-AM Boston, WLS-AM Chicago, WZMX-FM Hartford (coverage in New York), KYCW-FM Seattle, K101-FM San Francisco, and CFJC in British Columbia as well as the 500+ stations of the AP Radio Network.

Quoted in and/or interviewed by such leading online platforms as CNN Business, The Hustle from HubSpot, Racked, WalletHub, Tearsheet.co, DearBrookBlog.com, Maddyness UK, Northwestern University Medill Reports, Authority Magazine, Destination CRM, Taboola Marketing Hub, TechRound, Software Advice, WalletHub Ask the Experts, The Brotherhood of Locomotive Engineers and Trainmen, more.

Quoted in leading print media, including the *New York Times*, *The Daily Telegraph (UK)*, *Chicago Tribune* (Main News, Women News – which was then syndicated in approximately 200 newspapers – and Business Sections), *The Chicago Sun-Times*, *New York Post*, *The Daily Record* (Baltimore), *The Daily Southtown*, *Game Pro Magazine*, *Game Radar*, *San Diego Union Tribune*, *Exame* (Brazil's largest business and economics magazine), and *AARP The Magazine* as well as such leading business-to-business publications as *Crain's Chicago Business*, *Cards & Payments* (credit card industry) and *Media* (the advertising industry).

Podcast appearances / interviews of me include *Audio Branding*, *The Hidden Gem of Marketing*, produced by Jodi Krangle; *forgecast*, a podcast targeting marketing firms (produced by Cranberry Radio), *The Worldly Marketer*, produced by Verbaccino; *Ad Infinitum*, presented by Oxford Road; *Intercultural Talk*, produced by Intercultural Talk; *Leveraging Thought Leadership*, produced by Thought Leadership Leverage; *In Clear Focus*, a podcast produced by Bigeye, and *Q's Tech Talks*, a podcast produced Q Division Consultancy; *Service in the Age of Inequality*, produced by The Center for Civic Reflection for WBEZ 91.5 (discussion participants were "24 civic leaders"; and an interview on my experience facilitating an experiential learning course, produced by the Center for Innovation in Teaching Excellence, Columbia College Chicago; and an hour-long interview about my books and career produced by The Alliance of Creative Professionals, among other appearances.

## PROFESSIONAL AFFILIATIONS

American Marketing Association, Member, 2025 – Present

American Academy of Advertising, Member, 2003 – 2022

Marketing Management Association, 2021 – 2022

Marketing Science Institute, Academic Access, 2009 – Present

The Author's Guild, Member, 2001 – Present

The One Club for Creativity (Formerly: The One Club for Art & Copy), Member, 2004 – 2020

Association for Education in Journalism & Mass Communication, 2017 – 2018

Association of Institutional Research, Member, 2010 – 2011

In-Store Marketing Institute, Member, 2006 – 2010 & 2015 – 2016

International Reading Association, Member, 1985 – 1989