

Laurence Minsky
Associate Professor (Tenured)
Marketing Communication Department
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

- *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, the Head Creativity Coach of Before & After, 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

Associate Professor (Tenured), Marketing Communication Department, School of Media Arts, Columbia College Chicago, 2009 – Present

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

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

Provide strategic development, creative direction, concept ideation, and copywriting services to ad, promotion, and marketing agencies, design firms, and corporate marketing departments.

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

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

President & CEO, 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, 1992 – 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

Curriculum Development

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.

Creative Portfolio Development and Ad Agency—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 Advertising Industry, 2009

Curriculum Committee Project—Revised and restructured student learning outcomes for numerous multi-sectional courses in the department: Introduction to Advertising, Advertising Copywriting I, Advertising Copywriting II, Creative Portfolio Development, 2007

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.

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

Service-learning course features real projects for real clients at the pace of a real agency; major clients include: AIDs Foundation of Chicago, American Lung Association of Metropolitan Chicago, Anne’s Home, Chicago Fire Department, Ride for AIDs (TPAN & BEHIV), and Test Positive Aware Network; work has received local, national, and international media attention and earned several prestigious industry awards.

Courses Taught

- Introduction to Marketing Communication, High School Institute, Columbia College Chicago
- Introduction to Advertising, Columbia College Chicago
- Advertising Copywriting I, Columbia College Chicago
- Advertising Copywriting II, Columbia College Chicago
- Creative Portfolio Development, Columbia College Chicago
- Marketing Case Workshop, Columbia College Chicago
- Ad Agency, a course based in service learning, Columbia College Chicago

Qualified to Teach (Based on Professional Background)

- Advertising Campaigns and Case Studies
- Advertising and Promotion for Sports Marketing
- Advertising Workshop
- Brands and Branding
- Business-to-Business Advertising
- Concepting and Brainstorming
- Copywriter/Art Director Team
- Copywriting and Popular Culture
- Creativity and Marketing
- Integrated Marketing Communication
- Interactive Advertising
- Internal Marketing
- Introduction to Sales Promotion

Selected Teaching Development

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

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

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

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

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

Attendee, *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, 2003

Academic Administration

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.

Assessment Coordinator, Marketing Communication Department, 2005 – Present

Created roll out plan; oversaw development of the assessment materials; and produced report on the results, including next-step recommendations.

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

PUBLICATIONS

Work-in-Progress

Contemporary Promotional Marketing, with Peter Jacobs (under contract with Copy Workshop to produce a textbook for undergraduate- and graduate-level sales promotion courses)

Next Level (under contract with the Copy Workshop to produce a book for use in undergraduate advertising courses)

Books

How to Succeed in Advertising When All You Have Is Talent (Second Edition), Chicago: Copy Workshop, 2007

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 Chinese-language edition.

Sections in Books

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

Co-authored this story with Paul McComas, which appears in his collection of short fictions.

“Marketing Services,” *Advertising and the Business of Brands* (Media Revolution Edition), Chicago: Copy Workshop, 2009

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, Fashion Institute of Technology, Temple University, University of Idaho, University of Minnesota, University of Texas/Arlington, and Washington State University.

“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 Steven Kapelke and Margaret Sullivan.

“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

Selected Magazine & Newspaper Articles

“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)

Online

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

Selected Video & Multi-Image Programming

“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

SELECTED PRESENTATIONS

Presenter, *Assessing Student Learning Through Effective Academic & Professional Partnerships: The Why, The How, and The Results*, Association for Institutional Research 50th 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 113th 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

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

Invited Presenter, *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 are given to projects, not individuals. For the advertising awards in the list below, I either served as the faculty advisor, creative or strategic leader, or copywriter, or made another significant contribution to the campaign or project.

Faculty Advisor

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

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

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

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

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

Silver, 16th 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, 6th District, ADDY Awards, “Love Your Body Campaign 2008,” National Organization for Women, presented by the American Advertising Federation, 2009

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

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

Silver, 30th Annual Telly Awards (Student Category), “Impossible is Nothing,” presented by the Telly Awards, 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

Bronze, 28th Annual Telly Awards (Low Budget), “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, 28th Annual Tower Award (Web sites less than \$25,000), tcboost.com, TCBoost, presented by the Business Marketing Association of Chicago, 2011

The 12th Annual Burton Awards for Legal Achievement, The 2011 ALA Award Winners (Best Law Firm Profile), “Nolan Law Group Brochure,” Nolan Law Group, presented by the Burton Foundation, held in Association with the Library of Congress, 2011

Runner Up, 29th Annual B2B Ace Awards (Direct Marketing – Direct Mail – Campaign), RedPrairie Retail Campaign, Business Marketing Association of New York, 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, presented by Graphic Design: USA, 2011

Silver, 7th Annual Davey Awards, (Business to Consumer Radio), “CCY Nalley Pickles,” Nalley/Bay Valley Foods, 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 (World Wide Web Consortium), Healthcare Services, MyPedsDoc (Pediatric Specialists), presented by the International Academy of the Visual Arts, 2010

Silver W3 Award (World Wide Web Consortium), Sports, TC Boost Web Site (TC Boost), presented by the International Academy of the Visual Arts, 2010

The American Graphic Design Awards, “tcboost.com,” TC Boost, Presented by Graphic Design: USA, 2010

Bronze, 31st Annual Telly Awards (Internet/Online Video--Information), “Pearlescence,” Lamin-Art, 2010

Honorable Mention, 40th Annual Creativity International Awards (Integrated Campaign), “Pearlescence,” Lamin-Art, 2010

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

Leader Award, 2009 Summit Emerging Media Awards, pearlescence.com (Lamin Art, Inc), presented by the Summit International Awards, 2009

Silver W3 Award (World Wide Web Consortium), Branded Content: Business-to-Business, Pearlescence Web Video (Lamin Art, Inc), presented by the International Academy of the Visual Arts, 2009

Silver W3 Award (World Wide Web Consortium), Website-Manufacturing, pearlescence.com (Lamin Art, Inc), presented by the International Academy of the Visual Arts, 2009

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

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

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

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

Silver, Davey Award, (Green/Eco-friendly), “Green Campaign,” Lamin-Art, 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, presented by the Association of Marketing and Communication Professionals, 2008

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

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

Silver W3 Awards (World Wide Web Consortium), PCI Energy Services (a subsidiary of Westinghouse), 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, presented by Graphic Design: USA, 2008

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

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

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

- Gold Award, 14th Annual Summit Creative Awards (Landing Page), “Truckismo,” Trans-United Specialized Hauling, 2008
- Silver Award, 14th Annual Summit Creative Awards (Landing Page), “Boost Your Game,” TC Boost, 2008
- Award of Distinction, 14th Annual International Communicator Awards (Print Advertising), “It’s easier to choose Truckisom,” Trans-United Specialized Hauling, 2008
- Platinum, Hermes Awards (Overall Website), “Critical Leadership,” PCI Energy Services (a subsidiary of Westinghouse), presented by the Association of Marketing and Communication Professionals, 2008
- Gold, Hermes Awards (Overall Website), “Truckismo,” Trans-United Specialized Hauling, 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, 2007
- Merit Winner, 37th Annual Creativity Awards (Business-to-Business Website), “truckismo.com,” Trans-United Specialized Hauling, 2007
- Gold, MarCom Creative Award (Radio), “Pickle Music,” Nalley Pickles and Relish, 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, presented by the Association of Marketing and Communication Professionals, 2007
- Gold, MarCom Creative Award (Trade Ad) “Choose TRUKISMO,” Trans-United Specialized Hauling, 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), 2007
- Finalist, Summit Marketing Effectiveness Award (Consumer Product Single Entry), Nalley “Utah” Newspaper FSI, Nalley Pickles and Relish (Bay Valley Foods), 2007
- Silver, 24th Annual Tower Award (Total Program Over \$200,000), USG Framing, 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, Presented by the Association of Marketing and Communication Professionals, 2005
- Platinum, MarCom Creative Award (Collateral), AOA Member Benefits Guide, American Osteopathic Association, 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, presented by the Association of Marketing and Communication Professionals, 2005

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

The American Graphic Design Award for Excellence in Communication (Website), Steelhead Corporation, Presented by Graphic Design: USA, 2004

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

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

Bronze, POP Design of the Times Award (Temporary Freestanding Displays), “United for the Paws,” PETsMART, 2002

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

Promotion of the Year, McDonald’s in Wal*Mart 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

PROFESSIONAL DEVELOPMENT

Disciplines

Brand Development, Brand Advertising, Direct Response Advertising, Trade Show Marketing, In-Store Marketing/Zone Merchandising, Local Store Marketing, Internal Marketing, New Product Development, Promotional Marketing, Interactive, Channel Communications, and more.

Media

Television, Radio, Print, In-Store Signage, Ambient/Guerilla, Experiential, Direct Mail, News Releases, Websites, E-mail, Sales Collateral, Packaging, Trade Show Booths, and more.

Selected Clients

Ambius (Rentokil), Aramark HMS, AT&T Wireless, Bay Valley Foods, Beltone, Bristo-Myers Squibb Virology, Black & Decker SpaceMaker, Charter One, Coca-Cola Fountain, Dean Foods, Dole 100% Juice, Fleetwood Homes, Frito-Lay, GE Financial, General Mills, Google, HomeMade Pizza Company, SC Johnson, Kraft, Lifeway Foods, McDonald's, Motorola, National Safety Council, Nike, NordicTrack, Oscar Mayer, PETsMART, Pockets Restaurants, Sanford, Scott Foresman, Sears, Skil Tools, Schnieder National Carriers, TCA, Trans-United Specialized Carriers, Tropicana, True Value, Unilever, United Airlines, United States Postal Service, Upromise, USG, and Westinghouse (a more complete list available upon request).

Selected Agencies (Full-Time and Freelance)

141 Worldwide (now Ogilvy One), Cloverleaf Innovations, Draft Worldwide (now DraftFCB), effinity, Entertainment Marketing Group, The Food Group, Frankel (now Arc Worldwide), Healthcare Branding Group, I Imagine Studio, Imagine Creative Group, Jacobs & Clevenger, Lipson Alport Glass & Associate, Marketing Store Worldwide, Marketing Support, Jack Morton Worldwide, Proverb Associates, Revalour, Kinetic Media, Ryan Partnership, Slack Barshinger, Steadfast Data Systems, Thompson Recruitment Advertising (of J Walter Thompson), Torque, Tucker Knapp, and Wilburn Thomas (a more complete list available upon request).

Selected Professional Accomplishments

Consumer Promotions

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%.

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 Wal*Mart restaurants.

• Produced, directed, and wrote over 200 radio and PA announcements for McDonald's in Wal*Mart in a two-year period.

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

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.

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.

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.

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%.

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

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%.

Motorola: Concepted 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

AOL; Coca-Cola; Disney; Mattel; NASCAR; NBA; NFL; Olympics; Saban; Wal*Mart; Warner Bros.

SERVICE

Selected Community Service

Judge, 17th Annual AAM MAA Awards (Marketing Achievement Awards), Association for Accounting Marketing, 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

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

Judge, 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.

Judge, 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).

College-Wide Service

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

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

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

Departmental Service

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

Assessment Coordinator, Marketing Communication Department, 2005 – 2010

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

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

Evaluator, Part-Time Faculty Evaluation Program, Spring 2009
Reviewed two part-time faculty members, including conducting Classroom Observations and a review of work samples, and student evaluations, 2009

Member, Curriculum Committee, Marketing Communication Department, 2003 – Present

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

Member, Search Committee, Full-Time Faculty Member in the Marketing Concentration, 2009 – 2010

Member, Search Committee, Full-Time Faculty Member in the Marketing Concentration, 2006 – 2007

Member, Search Committee, Full-Time Faculty Member in the Marketing Concentration, 2005 – 2006

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

Member, Search Committee, Full-Time 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

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 leading print media, including the *New York Times*, *Chicago Tribune* Main News, Women News (which was syndicated in approximately 200 newspapers), and Business Sections, *Chicago Sun-Times*, *Daily Southtown*, *Game Pro Magazine*, and *San Diego Union Tribune*, and *AARP The Magazine*, and such leading business-to-business publications as *Cards & Payments* (the credit card industry) and *Media* (the advertising industry).

PROFESSIONAL AFFILIATIONS

American Academy of Advertising, Member, 2003 – Present
Association of Institutional Research, 2010 – 2011
The Author's Guild, Member, 2001 – Present
In-Store Marketing Institute, Member, 2006 – 2010
International Reading Association, Member, 1985 – 1989
Marketing Science Institute, Academic Access, 2009 – Present
The One Club for Art & Copy, Member, 2004 – Present