

JOHN J. DAGES

Experience

January '86 – present: Special Lecturer for the University of Akron's Department of Communication.

Passionately teach college students Effective Oral Communication and Introduction to Public Speaking. Also served as faculty advisor to the student-operated newspaper, The Buchtelite, for a year and taught Newswriting and Editing.

May '11 – present: Outreach Educator/Hemoglobinopathy Counselor for Akron Children's Hospital.

Create and present effective speeches to audiences of all ages, plan educational events, and provide compassionate face-to-face counseling with families learning their child has a hemoglobinopathy.

April '91 – May '11: Freelance writer/consultant specializing in PR, Marketing, Websites and E-commerce.

Successfully team with companies to achieved communication goals for clients as small as a local coffee shop and as large as an auto aftermarket company with annual sales of \$3.8 billion. Efforts include:

- **Website Strategizing/Planning/Writing.** Focused many companies' B2B and B2C visions to create their website strategies and wrote the words that properly communicated the compelling messages to their website visitors.
- **Media Relations.** Garnered a large number of positive stories in media serving the target audience while creating strong relationships with media to benefit many large, widely-known companies serving the vehicle aftermarket.
- **E-commerce.** Wrote copy that increased sales and, for one client, pushed the company to expand its product offerings through the doubling of its e-commerce sites in less than two years.
- **Product Launch.** Planned and implemented the PR/marketing efforts that created the first surge in sales for an electric vehicle.
- **News Releases/Media Kits.** Developed for a wide range of clients for use at trade shows and general media outreach.
- **Franchisor/franchisee Efforts.** Created communication strategies to enhance the relationship between the headquarters and the retail stores of the largest chain of tire stores in the United States while helping the company expand its dealer base further.
- **Media events.** Planned and completed stand-alone events and hosted journalists at other meetings to maximize client exposure in the media essential to their success.
- **PR/Marketing Plans.** Assembled information, created goals, prioritized strategies including social media and other methods and then implemented the plan for e-commerce and traditional companies.
- **Printed Promotions.** Wrote pamphlets, newspapers, newsletters and magazines that promoted company and organizations' messages.
- **Investor Relations.** Targeted messages in various formats that compelled outsiders to invest in worthy companies and organizations.
- **Publishing.** Created from the ground up a monthly newspaper serving parents of young children, a directory of child care locations and a newsletter for local leaders of child care and preschool locations.
- **Other.** Entrusted with creating a 100+ page Emergency Procedure Manual for a huge company's many offices in North America; wordsmithing to brand products and create taglines; etc.

July '88 - March '91: Assistant managing editor of Tire Business, a trade publication of Crain Communications, Inc.

February '87 - July '88: Publisher of the Akron Business Reporter, a monthly business publication serving Summit County (Ohio).

May '86 - February '87: Editor of the Akron Business Reporter.

Education

December '85: B.A. from the University of Akron. Major: Social Sciences. Areas of study: Sociology, Psychology and Political Science.

Other interests

- Public Speaking (Currently serving on the Speaker's Bureau for the Cuyahoga Valley National Park)
- Court Appointed Special Advocate (CASA), a volunteer position serving children interacting with the Summit County Juvenile Court (five+ years)
- Trustee, Tallmadge Library Association (six years)