

Employment

Zero Gravity Marketing & Advertising

Harrisburg, PA

1992-present **PRINCIPAL** (Part-Time from 1994-2003)

- **Creative Director/team leader** of this “virtual agency” composed of sub-contracted partners and freelancers, delivering high-quality, results-oriented branding and messaging strategy at substantial creative and media cost savings.
- **Sales:** Write proposals and deliver sales presentations to clients.
- **Sample success:** Selected as agency of record for *Outlet Marketplace*, a mid-Atlantic outlet chain from VF Corp. Created television, radio and print ad campaign to position and launch their new stores. Third-party exit surveys reported that the ads were “clearly communicating message and offer,” resulting in increased traffic and positive first impressions.
- **Sample success:** Stratis-Gayner, a new medical practice, hired Zero Gravity to be their agency of record. Performed brand/positioning development, creative direction and strategy for logo, stationery package, brochure, web site, radio and outdoor advertising. Result: Consistent message across platforms and increased revenue beyond target.
- **Clients:** VF Corp., climate author John Dernbach, Stratis-Gayner, Susquehanna Outfitters, Bruce's Furniture, Just Cabinets.

Clean Journey—a clean-tech company

Boston, MA

2009-present **ADVISORY BOARD MEMBER**

- Clean Journey is one of the first online social networking sites for those interested in clean energy and technology.

JP Lilley, Inc.—video and audio equipment provider

Harrisburg, PA

2002-2003 **SALES REPRESENTATIVE- AUDIO-VISUAL EQUIPMENT**

- **Sales Results:** Out-earned previous territory rep by 75% the first year. Salesperson of Month 6 out of first 12 months.

Panoramic Visions—an integrated marketing firm

Camp Hill, PA

2000-2002 **VICE PRESIDENT, CREATIVE DIRECTION**

- **Creative direction:** Led and mentored creative staff of artists, developers and writers. Collaborated on and developed message concept. Media: outdoor, print, broadcast and multimedia.
- **Media strategy:** Worked with clients and media buyers to deliver strongest media presence for investment.
- **Creative services:** Wrote and developed broadcast, print and web projects.
- **Management:** Involved in all strategic planning.
- **Change leadership:** Implemented electronic scheduling. Standardized pricing/billing policies.
- **Sales:** Presented the creative portion of every pitch.
- **Clients:** Gazebo Room Dressing, Dialysis Corporation of America, John Deere.

JPL Productions—media strategy and production company

Harrisburg, PA

1997-2000 **MANAGER, FINANCE AND BENEFITS/SENIOR MEDIA CONSULTANT**

1994-1996 **MANAGER, CREATIVE SERVICES/SENIOR PRODUCER-DIRECTOR**

Revenue-Generating Accomplishments

- **Creative services:** Consulted on content and creative strategy. Developed, wrote and project-managed nationally and regionally distributed film and video programs, software applications and print-based collateral.
- **Sales:** Developed proposals and presented successfully to clients. **Purchasing:** Negotiated with a variety of vendors. **Clients:** Commonwealth Media Services (for DEP, DCNR and Dept. of Aging), Hershey Foods, Pennsylvania State University, AMP/Tyco Electronics, Highmark, Giant Food, Keystone Financial, Lear Corp. and American Cancer Society.

Managerial Accomplishments

- **Management:** Led, coached and motivated employees—in my department and organization-wide.
- **Culture change:** Conceived and rolled out company-wide “profit initiative” campaign with multiple iterations, all designed to tie awareness of “profit practices” to compensation. Result: Increased both employee morale and retained earnings.

- **Growth leadership:** Researched/selected new billing/financial-reporting software. Led company-wide implementation using cross-functional teams.
- **Building engagement:** Initiated move to develop a benefits package. Designed entire package and presented employee rollout. Result: Despite new employee cost participation, enthusiastic acceptance. JPL increased ability to attract talent.

Harrisburg Area Community College

Harrisburg, PA

1995-1996 *INSTRUCTOR*—Taught Television Production and Writing.

The Bon-Ton Stores, Inc.—department store chain

York, PA

1992-1994 *BROADCAST ADVERTISING MANAGER*

- **Leadership:** Started and led in-house advertising agency. Mentored staff.
- **Sales:** Successfully pitched national vendors (Levi's, Liz Claiborne, etc.) to elicit \$200,000+ of additional coop.
- **Creative:** Conceived, wrote and directed all television commercials; wrote and produced radio commercials.

Josh Hooper Productions, Inc.—video/film strategy and production firm

Harrisburg, PA

1983-1992 *CREATIVE DIRECTOR, PRESIDENT*

Los Angeles, CA

- **Selling:** Assessed needs, created solutions and budgets, wrote and presented proposals.
- **Clients:** Hershey Foods, Blue Shield, Armstrong, Columbia Pictures and Common Cause National.
- **Leadership:** Developed and mentored staff of four employees.

WGAL-TV PM Magazine—entertainment television program

Lancaster, PA

1980-1983 *WRITER-PRODUCER/CO-HOST*

- **On-camera host** for show. Introduced, wrote, produced and edited stories, placing numerous stories on the National Reel for national broadcast. The program took and held first place in ratings. Participated in over 750 programs.

WTVH-TV PM Magazine—entertainment television program

Syracuse, NY

1979-1980 *WRITER-PRODUCER*

- **Creative:** Principal story writer-producer; directed material for 250 shows.

WLYH-TV CBS Affiliate—broadcast television station

Lebanon, PA

1976-1979 *PRODUCTION MANAGER*

- **Production:** Wrote, directed and produced local commercials and programs. Coached and managed department.
- **Executive-produced** and created *Thresholds*, a children's magazine show distributed on all Gateway Group stations.

Lower Dauphin High School

Hummelstown, PA

1974-1976 *TEACHER*—Taught English electives, including Filmmaking and Mass Communications. Directed community & school theater.

Public Speaker/Facilitator

Varied public-speaking experience: on-camera host, event MC, improv comedy, actor, presenter/facilitator for a variety of organizations.

Education

AMERICAN FILM INSTITUTE – **Directing Fellow:** Center for Advanced Film and Television Studies

Los Angeles, CA

FRANKLIN AND MARSHALL COLLEGE – BA, **Departmental Honors** in Educational Communications

Lancaster, PA

Awards/Honors/Leadership

Awards

- **Mobius**
- **Creativity-26**
- **Vision Awards**
- **Addy Awards** (4 times)
- **Chicago Film Festival**
- **Telly Awards** (multiple times)

Honors

- Judge, *New York Festival*
- Judge, *Cincinnati IABC* awards
- Grants Panelist, *National Endowment for the Humanities*
- Listed, *Who's Who in America*
- Listed, *Who's Who in the World*
- Listed, *Who's Who in Entertainment*

Leadership/Community Involvement/Fundraising

Offices: Board Member (past): ParentWorks, Children's Playroom, Central Pa. Ad Club, F&M College President's Far West Advisory Council. President & Vice President (past): AFI Alumni Association. Task Force Member: Envision Capital Region. Other Leadership: UU Church of Harrisburg, YMCA Adventure Guides. Involvement (past & present): Alliance for Climate Protection, PennFuture, Capital Area Greenbelt Association, 10,000 Friends of Pennsylvania, Union of Concerned Scientists, Alliance for the Chesapeake Bay, Rails to Trails Conservancy.