

# John M. Weis

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## Professional Profile

Accomplished, award-winning writer and editor with more than 20 years of experience communicating information to diverse audiences in ways that capture interest. Proven success in collaborating with peers and senior leadership to develop and produce tight, engaging and persuasive copy within strict deadlines. Expert in developing/writing successful material to increase company visibility, while obtaining key information from sources and producing informative articles, blogs, press releases and other materials. Strong ability to analyze, explain, summarize, edit, organize and review complex material. Highly skilled in developing an excellent manner for teamwork and an outstanding command of the English language; impeccable time-management skills and versatility in writing for diverse audiences.

- Strategic Planning
- Writing/Reporting/Editing
- Communication/Presentation
- Public Relations
- Editorials/Research/Ideation
- Multi-Channel Publication
- Community Relations
- Project Management
- Digital Advertising
- Search Engine Optimization
- Articles & Publications
- Problem Resolution
- Content Development
- Social Media Management
- Verbal/Written Communication

## EDUCATIONAL BACKGROUND

**Bachelor of Arts, School of Communications**, University of Central Florida, Orlando, FL, 1994

**Associate of Arts, School of Communications**, Polk State College, 1990

**Technical Writing Certificate**, University of Central Florida, 2015

## CAREER CONTRIBUTIONS & ACHIEVEMENTS

Telly Award Judge 2017-Current.

Ghost writer for four books, as well as a consultant for two others.

Occasional contributor to several local and national print and online publications.

## PROFESSIONAL EXPERIENCE

**WEIS WORDS**, Sarasota, FL

Sept 2020 - Present

### ***Freelance Writing, Advertising and Public Relations***

Using proven versatility across a wide variety of genres and subject matters, I generate and develop advertising and marketing materials including advertising copy, blogs, Website and Social Media content, books (ghost writing), newsletters, brochures and more. Lead and execute Public Relations strategies to ensure client's expectations align favorably with public opinion.

#### ***Key Contributions:***

- Oversee all facets of the company, including business development, idea generation, production, and hiring and utilizing third-party service providers when necessary ... all with the ultimate goal of complete client satisfaction.
- Excellent communicator with clients, vendors, interview subjects, etc.
- Ensure all client topics are properly researched while maintaining originality and quality in all work.

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**JKR ADVERTISING & MARKETING / BENEDICT ADVERTISING**, Maitland, FL

July 2009 - Aug 2020

**Director of Media Relations**

Carried out several operations, controlled copywriting, wrote and posted company blog, pitched PR stories and composed press releases. Ownership over writing, editing and posting all ads on the JKR company website, with a focus on boosting organic SEO results. Supervised all aspects of press release creation and promotion through radio and newspaper.

Drafted, reviewed, and edited press releases, news stories and case studies for clients as per requirements. Generated and drafted advanced story ideas, arranged for photography, and oversaw printing. Developed and promoted content through close collaboration with local, regional and national clients, including Subway, Waitr/Bite Squad (Now ASAP), Jones Homes USA, Tony Chachere's Famous Creole Seasonings, Jimmy Hula's, Thompson Pump, West Volusia Convention & Visitors Bureau, Women in Automotive, Cobb Cole Law Firm, and numerous single- and multi-point auto dealerships.

*Key Contributions:*

- Improve usability and listener/reader experience by supporting the development of concepts for client radio and TV advertisements.
- Manage in-house advertising tool "Dealer Intelligence" by leveraging strong creative and technical skills.

**PROCONCEPTS INTERNATIONAL**, Colorado Springs, CO

Jan 2007 – July 2009

**Director of Writing & Research, Automotive Division**

Managed editorial portion of all automotive projects from initiation to completion in accordance with contractual obligations. Researched trends, wrote and edited copy, devised schedules and helped manage project production and fulfillment. Provided support to sales staff where necessary.

*Key Contributions:*

- Drafted and edited effective marketing materials produced by publishing company recognized as one of *Inc.* magazine's 500 Fastest-Growing Companies in 2006 and 2007.
- Supported 40+ clients through writing, research and media relations to maximize brand awareness and add value to their bottom lines.

**DEBEAUBIEN, KNIGHT, SIMMONS, MANTZARIS & NEAL**, Orlando, FL

Oct 2005 – Jan 2007

**Title One / Referral Inquiry Specialist**

Planned and prepared legal letters for firm's attorneys; utilized effective communication proficiencies to liaise with clients with regards to referral attorneys aimed at executing actions to resolve legal matters. Communicated with clients and key stakeholders, while composing and issuing legal letters and correspondence.

*Key Contributions:*

- Assisted clients with prepaid legal memberships with the goal of improving their individual situations.
- Composed legal letters in a wide variety of areas for firm's attorneys.

**PROGRESSIVE COMMUNICATIONS INTERNATIONAL**, Lake Mary, FL

Mar 1999 – Sep 2005

**Senior Account Manager**

Forged productive relationships with automotive/healthcare clients across the US and Canada, while drafting/editing newsletters that supported multiple clients, including nationwide Infiniti Newsletter Program that won a Gold Ink award. Delivered projects, received approval, and coordinated with printer persons pertaining to payment of newspapers, ads, brochures, postcards, direct mail pieces, and all other types of printed material.

*Key Contributions:*

- Led a team of more than 10 writers and graphic designers to ensure smooth running of routine operations.
- Played a key role in formulating creative communication materials, resulting in enhanced customer loyalty and improving experience.
- Established and oversaw creative team throughout direction, planning and coordination processes to produce effective customer retention publications such as newsletters, brochures and direct mail marketing programs.

*Additional Experience as **Broadcast Coordinator** at Orlando Magic (NBA) Radio Network, Orlando, FL (1994-2000) | **News Reporter/Board Operator** at WDBO 580-AM, Orlando, FL (1993-1994).*