

**JOHN J. SKELLY**

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**SUMMARY**

Marketing communications professional with strong writing/editing, design, and computer skills. Experienced in shaping management's complex business issues for consumption by internal and external audiences in print, video and electronic media and live presentations.

**PROFESSIONAL EXPERIENCE**

**Website Writer & Developer**

2005 to present

Write, design and develop informational and interactive websites covering a broad range of journalistic and informational topics.

- Write and maintain a regularly updated current affairs site ([www.websitesammy.com](http://www.websitesammy.com)) featuring articles on politics, the economy, history, lifestyles, American traditions and popular culture.
- Provide ongoing concept, design and maintenance services to a limited list of development clients.
- Literate in HTML, CSS, Flash, JavaScript, XML, PHP, ASP and SQL.

**Website Development Instructor**

Simi Valley Adult School and Career Institute

1998 – 2005

Managed website development curriculum, supervised computer lab, and prepared and conducted course lectures at state-funded technical/vocational school. California-certified vocational teacher in computer technology.

- Expanded school program to include JavaScript, DHTML, Dreamweaver, Flash, Fireworks and ASP.

**Public Affairs/Communications Manager**

Citicorp

1988 -1998

Handled editorial services and employee communications responsibilities at global bank's corporate headquarters. Managed corporate newspaper, video script and electronic bulletin board. Managed media relations and external communications for consumer technology division in Los Angeles.

- Chief writer, editor and process manager for annual stockholders report for four consecutive years.
- Edited and produced investor relations newsletter articulating company's survival strategy during financial crisis.
- Wrote management speeches, articles and videos on corporate, financial and political issues.
- Wrote and managed review process for multi-company press announcement uniting financial services companies, card manufacturers and software developers in endorsing Java programming development standard.
- Created and directed multimedia event that introduced new corporate technology executive and his strategic vision to 175 senior executives. Included technology demonstrations and blue-ribbon speaker roster of technology writers and economic and business leaders.

### **Creative Services Manager**

Coopers & Lybrand

1985-1988

Responsible for producing communications and promotional material in print, a/v and video for accounting, auditing, management consulting and benefits services.

- Created computer database to track writer productivity and set assignment priorities. Enabled five writers to produce 104 projects in 12 months with 71% on-time record.
- Implemented formal process for developing creative concepts for publications based on input and signoffs with project initiators.
- Wrote and edited key business presentations, video and slide support for senior partners.

### **Marketing Services Director**

Institutional Investor

1982-1985

Produced advertising sales support materials for U.S. and international editions of *Institutional Investor* magazine. Established process for producing the broad range of sponsored advertising supplements sold into the magazine.

- Designed and implemented operation for creating and producing single-sponsor advertising supplements, generating over \$1 million in revenue in first six months of operation.
- Eliminated chronic missed-deadline problems by establishing documented process for producing monthly promotional materials and brought marketing support costs under budget.

### **Advertising & Sales Promotion Director**

American International Group

1977-1982

Directed advertising and marketing collateral efforts for this international insurance conglomerate, working both in-house and with outside agencies. Wrote speeches and marketing presentations for chairman and other senior officers.

- Directed development of award-winning corporate and product advertising campaigns.
- Established evaluation process and led advertising agency search that reviewed 23 candidates in two months.
- Established in-house advertising creative group for trade advertising to reduce production costs and ad development time by 40%.
- Wrote direct response media advertising and Mailgram package that in two weeks drew requests for insurance quotes from 85% of McDonald's fast food franchises.
- Created and managed multi-media business development conference showcasing key insurance underwriting divisions that attracted 300 senior insurance brokers.

## **EDUCATION**

BA English Literature, Southern Illinois University

Completed professional education programs in Financial Statement Analysis, Public Relations, Sales Promotion Writing and Design, Advertising Management, Website Development, Server Administration, Supervision and Sales.