

Kerry T. Gleason

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PROFESSIONAL PROFILE

Well-rounded senior marketing, public relations and communication professional seeks post to best utilize his skills as a dynamic leader, change agent and idea magnet. Intelligent, with superior creativity and relationship-building skills. Willing to learn.

WORK EXPERIENCE

Gleason PR / AdWorks (Rochester, N.Y.)

February 1994 - Present

www.GleasonPR.com

(Full-service marketing agency for entrepreneurs, small corporations and family-operated businesses)

Owner/President, Creative Director, Client Service Director, Business Development Director, Writer

- ◆ Marketing consultant to large and small clients in Food & Beverage, Medical, and Construction/Home Improvement trades
- ◆ Cultivated durable relationships and managed successful marketing campaigns with more than 200 companies
 - ◆ Built and directed network of 15-20 independent service providers and suppliers; supervised vendor negotiations
- ◆ Developed top-level skills as a copywriter, web/e-commerce design, graphic design and internet marketing

Freelance Writer/ Public Relations Consultant (Rochester, N.Y.)

- ◆ Freelance articles published in national publications
- ◆ Feature Length screenplays – North Star: The Life of Frederick Douglass (2006), Best Screenplay, 2009 Buffalo Niagara International Film Festival and The Feeny Luck (2002).

Hill and Knowlton Public Relations (Rochester, N.Y.)

July 1990-June 1991

(Then world's-largest PR firm with offices in 26 cities worldwide)

Account Supervisor

- Supervised PR consulting for Bausch & Lomb Corporate office, Kodak Copier Division product launches and Kodak's Photo CD

ICE Communications (Rochester, N.Y.)

November 1988 – June 1990

(Then 3rd-largest Rochester advertising agency with a small PR staff)

Account Supervisor

- ◆ Directed five-person PR staff as Interim Supervisor, business development for medical, healthcare, community relations clients

D.J. Storch & Associates (Summit, N.J.)

August 1987 – September 1988

(Leading PR firm specializing in healthcare and pharmaceutical PR)

Account Group Supervisor

- ◆ Rewrote industry standards with trade/consumer launch for Johnson & Johnson's Acuvue Contact Lens, the most successful product launch ever in that industry
- ◆ Design innovative PR programs for prescription and OTC products (Centrum, Caltrate, Occu-Clear, plus DNA testing)

Burson-Marsteller (Cleveland, New York City)

January 1984 – January 1987

(Then-largest PR firm in the world)

Account Executive, Senior Account Executive

- ◆ Executed PR plans for major corporations: Wendy's International, Coca-Cola, USA General Electric Lighting Group, Nutrasweet, NY Yacht Club (America's Cup), USA for Africa, International Olympic Committee
- Wrote press releases, licensing communications and promotion strategies for the world's 3rd-largest restaurant chain, including the phenomenal "Where's the Beef?" campaign, voted by TV Guide as the most memorable ad campaign ever

EDUCATION

St. Bonaventure University

B.A., Jandoli School of Mass Communication & Journalism

Secondary Concentration: English Literature

Walden University

Enrolled in M.B.A. Program starting April 2008

HONORS

- ◆ Silver Anvil, 1985 (Wendy's "Where's the Beef?"), IABC Award of Excellence, 1988 (Johnson & Johnson Acuvue Launch), Value Added Award 1986 (Burson-Marsteller, AT&T), Society of Professional Journalists Mark of Excellence and other awards.

COMPUTER LITERACY COMMUNITY SERVICE

Highly proficient. Ability to learn programs quickly. Active in social media marketing.

Serves the community on various boards and volunteer committees, most recently for the ALS Association of Upstate N.Y., Genesee Region Special Olympics and the American Red Cross.