



**JOHN CHACONA**  
WRITER • PRODUCER

**1995 – present John Chacona writer/producer, Erie, PA**

***Freelance marketing consultant and writer/producer***

Creating, writing and producing multimedia marketing/advertising/PR campaigns. Freelance journalist for publications in the U.S. and Canada, and blogger.

**5/99 – 10/06 BENSUR::Creative Marketing Group, Erie, PA**

A closely-held marketing communications firm employing 18 persons and serving clients nationwide in the healthcare, financial services, education, manufacturing and foodservice sectors.

***Copywriter***

Supplied all writing for print, broadcast, multimedia and Web applications, public relations functions and broadcast production.

- Saved the company two FTEs by serving as sole copywriter for each of the two creative teams and by doubling as the in-house public relations counsel and line producer

Clients: Ralcorp Holdings (St. Louis, consumer packaged goods), Blair Corp. (Warren, PA, direct and online apparel merchant), Major Peters Cocktail Mixes (Fredonia, NY), Kerry Group (Dublin, multinational consumer packaged goods and food ingredients manufacturer), Nuvex Ingredients, Inc. (Blue Earth, MN, food ingredients), Warren General Hospital (Warren, PA), Erie County (PA) Convention and Visitors Bureau, Oil Region Alliance (Oil City, PA, economic development NGO), PA's Great Lakes Region (regional tourism marketing alliance of four county TPAs), Bunzl Tacoma (Tacoma, WA, building products manufacturer)

**5/97 – 5/99 Erie & Chautauqua Annual, Erie, PA**

A city/regional advertorial magazine last published in December 1998.

***Associate Editor***

Write editorial advertising pages. Write and edit editorial pages. Develop creative concepts and marketing, communications and media plans for Erie & Chautauqua Annual; Arthur F. Schultz, a retail furniture and appliance store; the Erie Fine Dining Group and Preferred Restaurants of Scottsdale & Phoenix, membership restaurant discount clubs.

- Saved the magazine hundreds of hours of labor, accelerated workflow and reduced errors by converting the editorial function from typescript to computerized entry, editing and submission
- Ensured quality and unity of voice by taking the retail store advertising in-house
- Reduced costs by assuming in-house the writing function for the restaurant clubs that had previously been vended

**PREVIOUS EXPERIENCE**

**Chacona's Cybercafe, Erie, PA**

***Owner/Operator***

## **Public Broadcasting of Northwestern Pennsylvania, Erie, PA**

### ***Director of Public Relations***

Engaged to develop creative concepts and marketing, communications and media plans for on-air and non-fundraising projects. Write and edit the "On Q" Program Guide mailed to 11,000 members and other interested parties. Copywriting for print and broadcast media. Design and execution of public relations plans for fundraising activities.

- Established a new promotional paradigm by applying mass-media advertising concepts to station promotions

## **BrabenderCox Advertising and Direct Marketing, Pittsburgh, PA**

A vertically integrated direct marketing agency that specialized in political and campaign marketing in all media.

### ***Director of Client Communications***

Develop creative concepts and client marketing, communications and media plans. Copywriting for print, broadcast and alternative media. Broadcast production

- Assumed the leadership of the media department upon the resignation of the media director and planned and executed buys for more than \$11 million of media for campaigns in three states while also serving as writer/producer for those campaigns
- Initiated the creation of the in-house video editing department, believed to be the first at a Pittsburgh agency
- Created concepts for, wrote and produced TV and radio commercials that helped the firm's political clients — incumbents and challengers — achieve an election rate of 80%
- Assumed responsibility for operating the in-house audio engineering department upon the resignation of the incumbent manager
- Created materials for a national retailer's affinity program that, at \$14 million, became the retailer's highest-margin product line

## **Engel & Tirak Advertising and Public Relations, Erie, PA**

A closely held advertising agency employing 11 professionals and serving NW PA clients in the financial services, healthcare, tourism, manufacturing and retailing sectors

### ***Account Executive***

- Created, wrote and produced "The Best Things In Life Are Here" campaign, a groundbreaking, \$750,000 internal image campaign for the Greater Erie Chamber of Commerce

## **PNC Bank, Erie, PA**

### ***Public Relations Officer***

- Created an in-house research function to identify market areas for potential mergers and acquisitions, and contributed to subsequent legal and regulatory filings
- Saved thousands of dollars by outsourcing design and production of the company's internal newsletter (circulation 740)
- Designed and implemented the first coordinated investor relations function (including SEC disclosure filings) subsequent to the bank's stock's listing
- Originated the product management function for the Bank's discount brokerage service
- Assumed all media relations functions, which had previously been at the vice presidential level

**Computer Program Fluency** Microsoft Office (Windows and Mac versions), Windows XP Professional Edition, MAC OSX, various internet-access programs, web authoring tools and audio editing programs on both OS platforms

**Education** University of Miami, Coral Gables, FL -- Bachelor of Business Administration in International Finance and Marketing, Gannon University, Erie, PA -- degree candidate, Masters of Business Administration

**Community Activities** Erie Advertising Club (Board of Directors, president), Erie Area Chamber of Commerce (member, Tourist and Convention Bureau), American Institute of Banking (instructor, Marketing for Bankers class, Erie and Crawford County Chapters [two semesters], Institutional Investments class, Erie Chapter), International Association of Business Communicators (member, Board of Directors, Vice President), WQLN-FM (producer/host, "All That Jazz/After Hours" programs), Boys and Girls Clubs of Greater Erie (member, Board of Trustees), Beta Gamma Sigma (national business honorary), JazzErie (Board of Directors), Jazz Journalists Association, member, National Academy of Recording Arts and Sciences (NARAS), member, New York Chapter