

John Dennie
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Mission

My mission is to build professional learning communities founded on mutually prosperous relationships that result in better delivery of education, increased standards-based test scores, successful students and stronger communities.

Education

MBA

Texas Wesleyan University
Fort Worth, Texas

Bachelor of Science

Advertising - Public Relations
Texas Christian University
Fort Worth, Texas

Honors & Awards

Sigma Beta Delta - National Honors Society -Business

Delta Sigma Pi - National Honors Society - Spanish

Recipient of RadioShack's Serve the Server Award, 2002

Recipient of RadioShack's Circle R Star Award, 2003

Experience

Career and Technology Teacher: Marketing, Career Preparation

Weatherford High School, 2006 to Present

Key accomplishments – Thirteen state DECA winners, two International DECA winners. One hundred percent TAKS pass rate.

Responsibilities – Develop and deliver curriculum for marketing classes that maximizes student performance in academia, the work place and TAKS assessment. Select and conduct meetings with community advisory committee. Develop proposals for new classes.

Marketing/Interactive Business Consultation - 2003 to 2006

Key accomplishments - Developed e-commerce marketing strategy for Craig's Music, Inc., a musical merchandise retailer. Have soft launched the web-site craigsmusicinc.com. Managed marketing efforts for judicial political campaign throughout 2004.

Responsibilities - Consult with clients on web-site design, interactive strategy, marketing and advertising strategy. Contract and oversee outside suppliers. Advertising media planning and purchasing.

Director of Internet Marketing - RadioShack 1999 to 2003

Key accomplishments - Marketing team leader that participated in planning the strategic direction of the LLC RadioShack.com. Key team member responsible for the development and launch of the web-site RadioShack.com. Recognized for the exemplary management of a team of 20 plus employees. Planned and executed marketing and advertising campaigns that increased RadioShack.com web traffic from just over 100,000 unique visitors per month in August, 1999 to near 3 million in December 2002. Developed and implemented direct marketing campaigns for RadioShack and RadioShack.com that optimized the nation's largest company held database.

Responsibilities - Optimize value of multiple RadioShack brands. Assess brand health, develop brand plans, develop marketing plans and strategies, execute marketing communications strategies that achieve brand and sales goals. Oversee advertising agency, media planners and buyers, marketing communications managers, assistant managers and coordinators for the interactive business of RadioShack.

Part-time Faculty Member - Texas Christian University, 1999 to 2001

Key accomplishments - Successful at implementing a real-world approach to teaching advertising design and copywriting based on student interaction with key industry professionals and independent student projects with real clients.

Responsibilities - Design course curriculum, instruct and evaluate students in capstone course for graduating seniors.

Marketing Manager - Texas Wesleyan University, 1995 to 1999

Key accomplishments - Planned and implemented marketing campaigns that increased enrollment in the Weekend University by 15 percent. Launched MBA program with print advertising campaign aimed at establishing credible image perception in business education for Wesleyan. Successfully launched Texas Wesleyan University's first web-site and its integration as a major marketing tool.

Responsibilities - Department manager responsible for the strategic direction of the University's marketing efforts in recruiting and fund raising. Planned and purchased media print and broadcast media aimed at increasing enrollment. Oversaw the design and production of print and broadcast advertising campaigns.

Creative Director - Keating-Magee-Long Advertising, 1994 to 1995

Key accomplishments - Designed communication strategy for a nationwide acquisition program for the country's largest death care provider. Designed and implemented award-winning marketing program for the launch of the Louisiana Children's Museum. Designed and implemented award-winning database/direct marketing campaigns for health-care clients.

Responsibilities - Consulted with clients on brand management and marketing and advertising strategies. Developed creative strategy for executing brand plans. Ensured the quality of advertising campaigns for entire agency client base. Supervised creative team of art directors, writers and production personnel.

Creative Director/Senior Account Manager - MainStation Advertising, 1991 to 1994

Key accomplishments - Launched award-winning advertising campaign for Cleburne State Bank. Designed and implemented primary customer research for First American Bank that guided award-winning advertising efforts. Increased Northeast Tarrant County school district participation with DARE America through the design and execution of television advertising campaign.

Responsibilities - Account service supervisor for financial industry clients. Planned and purchased print and broadcast media. Consulted with banking and medical clients on brand management, marketing and advertising strategy. Oversaw market research efforts for financial and medical industry clients. Responsible for all creative aspects of broadcast advertising. Supervised team of artists and writers on key banking, retail and non-profit accounts. Managed database/direct marketing efforts. Managed publication of annual reports for banking and financial clients.

Account Executive/Copywriter - Hill & Company Advertising, 1990 to 1991

Key accomplishments - Handled all aspects of national radio campaign for retail automobile after-market client including media planning and purchasing.

Responsibilities - Account service, copywriting.

Account Executive/Copywriter - The Baxter Agency, 1984 to 1990

Key accomplishments - Increased agency billings by 7 percent in first year after landing key computer account.

Responsibilities - Prospected and pitched new business.

Consulting Projects

Electronic Data Systems (EDS) – Marketing Consultation

Sabre/Travelocity - Operations research

The City of Arlington - Market research for public transportation department

Initiative for a Competitive Inner-city - Inner-city business development

The Berry Street Initiative - Market research for neighborhood revitalization

The Camp Bowie Project - Market research for community business association

Community Projects

Habitat for Humanity - Nail driving and paint splashing

Foreign Language

Spanish