

JOHN H. GREGORY

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BIO: WWW.LINKEDIN.COM/IN/JOHNHAYGREGORY
INTERACTIVE PORTFOLIO: WWW.ENGAUGED.COM

EXECUTIVE-LEVEL MARKETING TEAM LEADER

ENTREPRENEUR, ORGANIZATIONAL SPARK PLUG, STRONG COMMUNICATION
& "PEOPLE SKILLS," ACCOMPLISHED DEVELOPER & MANAGER OF TALENT,
AWARD-WINNING WRITER-PRODUCER & CREATIVE DIRECTOR

THE M GROUP, COLORADO SPRINGS, CO

- MARKETING DIVISION DIRECTOR—2008-2011 & Co-CREATIVE DIRECTOR—2006-2008 (5.0 YEARS TOTAL)
- IN-HOUSE MARCOM DIVISION OF NON-PROFIT, DONATION-BASED CHRISTIAN MINISTRY FOCUS ON THE FAMILY
- LED MEDIA & OTHER TEAMS; AD SALES & IN-HOUSE "AD AGENCY" STAFF OF 68; WROTE & PRODUCED RADIO SPOTS
- THROUGH EFFICIENCIES AND INNOVATION, SAVED AND/OR EARNED ORGANIZATION OVER \$5.25 MILLION DURING MY FIVE YEARS

MARKETER, MICHIGAN-OHIO-COLORADO

- MARKETING STRATEGIST, ENTREPRENEUR (3 STARTUPS), WRITER-PRODUCER-CREATIVE DIRECTOR—1994-PRESENT
- OF NOTE: ADVERTISING, PR & SEO GAINED SMALL CLIENT #1 RANKING IN WALL ST. JOURNAL & DISNEY MOVIE PLACEMENT
- CLIENTS: BREYERS, YOPLAIT, PADRON CIGARS, COTOWN, PLANETX SPORTS, HANI'S SPECIAL SAUCE, 3ODPS, MIRATUNES

POINT2INTERACTIVE ADVERTISING, INC.

- PRESIDENT, Co-FOUNDER & PRINCIPAL OF DETROIT, MICHIGAN-BASED AD AGENCY—2001-2005 (4.9 YEARS)
- DEVELOPED ONLINE BILLINGS OF \$2 MILLION ANNUALLY DESPITE LOSS OF 3 NEW YORK CLIENTS FOLLOWING 9-11
- CLIENTS INCLUDED: JEEP, WARNER BROS PICTURES, COLEMAN, ANN ARBOR ANNUITY EXCHANGE, KUTZ POST EDIT STUDIO

BOZELL WORLDWIDE, DETROIT, MI

- ASSOCIATE CREATIVE DIRECTOR / Co-FOUNDER & DIRECTOR OF ONLINE AD DIVISION—1996-2001 (5 YEARS)
- WON MAJOR CLIENTS AND DEVELOPED DIVISION THAT ADVERTISING AGE MAGAZINE RANKED #13 IN THE WORLD IN 2000
- DEVELOPED NEW ONLINE AD MODEL (WEBSPO™) AND ANONYMOUS REAL-TIME BEHAVIOR MEASUREMENT ("BEACONS")
- TOP AWARDS WON INCLUDE GOLD & SILVER PENCILS, CYBER LION (CANNES), ADDY, ANDY, LONDON & NY FESTIVALS

EARLIER AD AGENCIES & CLIENTS

- McCANN-ERICKSON, DETROIT, MI—WROTE ENTIRE ORIGINAL GMC TRUCK CONSUMER & COMMERCIAL WEB SITES—1995-1996
- FAHLGREN, TOLEDO, OH—SENIOR COPYWRITER FOR OWENS-CORNING, DANA CORP, K2 SKIS, TOLEDO ZOO —1994-1995
- ROSS ROY, BLOOMFIELD HILLS, MI—SR. COPYWRITER FOR DODGE STEALTH, CHRYSLER AND JEEP CATALOGS—1993
- CAMPBELL-EWALD, WARREN, MI—COPYWRITER FOR GM, AC-DELCO, SARA LEE, DIET COKE, MASTERCARD—1988-92
- BROGAN KABOT, SOUTHFIELD, MI—COPYWRITER FOR MICHIGAN DEPT. OF AGRICULTURE, WJLB, D.O.C.—1987
- DELEEUEW, SOUTHFIELD, MI—COPYWRITER FOR VERNORS, EMBASSY SUITES, ST. JOSEPH'S HOSPITALS, F & M—1987

EDUCATION: WESTERN MICHIGAN UNIVERSITY, KALAMAZOO, MI

- 1986, BACHELOR OF SCIENCE—COMMUNICATION ARTS & SCIENCES MAJOR, MARKETING CORE STUDIES