

Don Paul Browne

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PROFILE

Experienced Entrepreneur, Marketing & Community Leader & Writer skilled in creating marketing strategy and content for “best-in-category” firms especially in government, IT, healthcare, trade association, nonprofit and hospitality industries. Currently involved in blogging for various B2B clients, developing online communities for value-based healthcare and aquaculture sectors and launching & hosting a new local community-centric radio show concept. Excels at technical writing, blogging, grant writing & various marketing vehicles.

SUMMARY OF QUALIFICATIONS

- 20+ years of marketing experience including **Chief Marketing Officer** for international community publishing startup, **Marketing Director** for trade show organizer, and 4 years as agency executive servicing accounts in several industries, especially commodities, trade shows & associations.
- **Technical Writing:** A wealth of experience writing & editing user stories, sprint methodologies, RFPs, user manuals, and other technical documentation for iPaaS, SaaS, systems integration and talent solutions projects. Copyedited job descriptions for a wide range of technical roles.
- **Ghost Writing & Copy Writing:** Created original copy for executive blogs, client emails, and a wide range of marketing initiatives for clients primarily in health care, home-building, government/political, trade association, hospitality and IT sectors. Self-employed in this capacity since 9/2016.
- **Publication Writing & Publishing:** Took over writing & publishing duties for quarterly OFFPRICE trade publication and increased sales by 5% with launch of new magazine website. Also launched digital versions of the quarterly on the new site that increased circulation by 17%.
- A wealth of experiencing in working with / managing creative & production professionals, especially in **Graphic Design, Digital Product Delivery, Videography & eLearning**
- Excellent **Presentation** and **Public Speaking** skills.

PORTFOLIO: <http://wordbrowne.com/portfolio/>

EXPERIENCE

Writer / Marketing Consultant / Principal

WordBrowne / SPIRITUS WRITING, LLC

Waukesha, WI

9/16 - Present

- Developed content & hosted new radio show called THIS WEEK IN WAUKESHA (on WAUK Radio 540 AM 101.1 FM “The SHA”) as part of a growing media company looking to develop progressive radio at the local level

- Selected to team of experts for client *365 Media* that provides online community development, virtual events playbooks & strategic marketing services to associations, nonprofits & corporate groups
- Successfully launched online communities for the responsible seafood, value-based employer healthcare and professional community leader sectors
- Launched unique writing service that helps busy executives and marketing directors deliver a clear & reinforcing message to clients and targeted audiences
- Created original copy for executive blogs and patient emails for leading home delivery medical supplier. Blog series was integral part of high-level initiative by client that increased revenues by 17%.
- Supported trade association for home building industry with copyediting code proposals for International Building Code (IBC) and the International Residential Code (IRC), as well as copywriting content for various states' legislative reform initiatives.
- Copy edited and developed technical content for websites, sales collateral and RFPs (Requests for Proposals) for rapidly growing IT services firm.
- Wrote training manuals and technical guides as a subcontractor for various firms representing state & local government agencies.
- Wrote pitches for competitions for local IT client group that resulted in new business opportunities and honors, including the **2018 Governor's Marketplace Award for Outstanding Large Minority Business** and **2019 Biztimes IQ Award for Innovation**
- Wrote & coordinated grants for Ronald McDonald House Charities of Eastern Wisconsin, Inc, 3/19 – Present

Alderman – District #1

WAUKESHA COMMON COUNCIL

Waukesha, WI

5/19 – 4/22

- Increased City's baseball/softball park rentals by 79% in 2020 (during COVID) by connecting local clubs with key Parks & Rec staff
- Raised money and organized dedication services for memorial trees in Banting Park to honor two beloved neighbors who had passed
- Organized quarterly networking events to build a more connected community of neighbors, businesses and professionals in the district
- Served on HR Committee, Finance Committee, IT Board, Redevelopment Authority, Community Development Block Grants (CDBG) Board, and Waukesha/Pewaukee Visitors & Convention Bureau
- Excelled in Constituent Services by generating an email & cell phone list of neighbors that would help maintain active communication on City business

Chief Marketing Officer

LITURGICAL PUBLICATIONS INTERNATIONAL LLC (LPI)

Dublin, Ireland / Milwaukee, WI

5/12 – 5/16

- Launched new international firm that publishes church & community newsletters
- Recruited 3 churches & hired/trained 1 sales executive for Test Market 6-10/15
- Developed new business with 20 more churches & communities 11/15-4/16

- Wrote & Developed Sales Training Materials for Irish Sales Team using digital, video & print media
- Wrote technical documentation for start-up production team
- Created & Executed Marketing Campaign for new operation, 5/16
- Promoted from Sales & Marketing Consultant for LPI, USA, 4/15

Product Manager – Airflow Solutions

METAL-ERA, INC.

Waukesha, WI

8/11 – 2/12

- Managed marketing and business development initiatives for new product line for commercial roof ventilation
- Developed sophisticated branding & outreach campaign in partnership with outside marketing firm
- Led copywriting & production efforts for technical, marketing & educational tools, including video demonstrations & accredited webinars
- Gave accredited presentations to architects and roof consultants on Principles of Commercial Roof Ventilation

Director of Marketing & Publishing

OFFPRICE SHOW / TARSUS GROUP PLC

Brookfield, WI

4/04 – 3/11

- Created successful and innovative re-branding campaign for the OFFPRICE Show that positioned the show as a “fashionable” value alternative at Las Vegas Fashion Week
- Developed & implemented successful SEO initiatives for OFFPRICE Show that resulted in record increases in both new & international buyer-attendees
- Led re-design and re-brand of Off Price Show’s quarterly magazine with fresh new look, feel & approach that speaks to the fashion community
- Edited & Co-Produced on-site show videos to support sales & marketing efforts
- Launched, wrote and edited bi-monthly e-newsletters for TSNN.com, Promotional Merchandise USA and the OFFPRICE Show
- Copyedited technical documents for exhibitor manuals
- 2 Off Price Shows were awarded *Trade Show Executive’s Fastest 50* (recognizing the fastest growing trade events in the U.S.), 2/11

Director, Hospitality Division / Account Manager

TRUNGAL, EGAN & ASSOCIATES

Chicago, IL

5/00 – 4/04

- Sold & Managed integrated marketing services for best-in-category agency doing \$2.5 million in annual billing
- Developed successful hospitality division utilizing unique industry skills sets
- Managed successful re-branding campaigns for clients in financial services, non-profit, restaurants, trade shows, association & publishing
- Developed new business opportunities with redesigning and copywriting technical materials for clients in different industries
- Landed the biggest account in the company’s history that accounted for more than a third of the firm’s annual billing

ADDITIONAL

Dual Citizen, REPUBLIC OF IRELAND, 2/91 - PRESENT

Delegate, LPI RISING STARS INVITATIONAL SALES CONFERENCE, 3/13

Muda Fighter Certification, METAL-ERA CI TRAINING PROGRAM, 8/11

Honoree, TRADE SHOW EXECUTIVE'S *FASTEST 50*, 3/11

Conference Presenter, MARKETING SHERPA EMAIL MARKETING SUMMIT, 2/08

Teacher, KENDALL COLLEGE, Chicago, 2/02 – 6/03

Co-Founder, PETE MILLER'S JUMP & VERVE JAZZ FESTIVAL, Evanston, IL 6/97 – 3/99

Housing Commissioner, CITY OF EVANSTON, 8/99 – 7/01

Founder/President, EVANSTON SMALL BUSINESS ASSOCIATION, 7/98 – 1/01

EDUCATION

Master of Labor & Industrial Relations

MICHIGAN STATE UNIVERSITY, School of Labor & Industrial Relations
East Lansing,

Bachelor of Arts, International Relations & Urban Policy Duo-Major, Minor in Spanish

MICHIGAN STATE UNIVERSITY, James Madison College
East Lansing,

Overseas Study, CAMBRIDGE UNIVERSITY, England