

# Joseph Bury Marketing



## MARKETING, COMMUNICATIONS & WEB CONSULTING

An expert in the development of revenue-driving marketing strategies, campaigns, and collateral for print and Web delivery, Joe Bury launched his consultancy in 2006 after ten years of exemplary-rated performance as a marketing/corporate communications director, website manager/editor, and writer/technical writer. His diverse-industry experience spans nonprofit, banking/finance, pharmaceuticals, high-tech, publishing, and government sectors. Joe Bury provides a results-proven, comprehensive approach to marketing, communications, and Web design that has propelled historic bottom-line gains and international market growth/visibility for its clients. Joe offers advanced creative, analytical, technical, and communication strengths, combined with a proven record of meeting tight deadlines and budgets with premium-quality deliverables. How can Joe Bury help you?

### Typical Consulting Assignments

- Writing / Editing / Graphic Design
- Strategic Marketing Plans & Execution
- Corporate Communications
- Website Design / Development / Launch
- Search Engine Optimization (SEO)
- Technical Writing / Proposals
- Marketing Collateral Development
- Press Releases & Media Outreach
- Market Research & Analytics
- Crisis Communication Plans

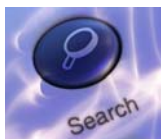
### Project Highlights & Proven Results



#### Strategic Marketing Plans

Developed comprehensive marketing plan outlining business development, Web/event/direct marketing, and partner alliance strategies for leading regional magazine.

Propelled sales growth through cost-effective initiatives capitalizing on untapped market opportunities.



#### eMarketing & SEO

Launched series of "e-marketing" firsts for national nonprofit, including opt-in email marketing and Search Engine

Optimization (SEO) campaigns elevating Website to consistent #1 rank in Google keyword searches.



#### Writing & Graphic Design

Wrote and designed ad campaigns, press releases, brochures, newsletters, and various other sales/marketing collateral (for print, Web, and email delivery) that earned accolades from diverse-industry companies for brand-extending, growth-enabling results increasing visibility, customer acquisition, and revenues.



#### Website Design & Development

Created new or revamped existing Websites for regional, nationwide, and international companies/organizations (e.g., [Parenteral Drug Association](#), [GolfStyles Magazine](#), [Onyx Group](#)), providing writing, content, design, and development leadership.

Met tight deadlines and budgets in the successful launch of sales-driving, content-rich "mega-sites" with state-of-the-art features that catapulted revenues by hundreds of thousands of dollars and increased Web traffic and unique visitors by up to 148x and 59x, respectively, with averages of up to 8,249 hits per day (compared to previous total of 26 per day).

Also developed a series of branded intranet sites that served as crucial in-house communication vehicles, internal brochures, and centers of information.



#### eCommerce Strategy

Delivered three consecutive years of record-setting increases in Web revenues for scientific organization by creating integrated online event-registration system (growing eCommerce channel to

become agency's dominant source of funding). Also boosted the bottom line by an additional \$100K per year by developing new e-store selling various publications.



#### Business Presentations & Proposals

Wrote business-partnership proposals leading to invitations for next-stage presentations from Fortune 500 companies (e.g., Anheuser-Busch, Miller Brewing, Coca-Cola), and co-developed sales presentations demonstrating the ROI of new electronic media offerings that were cited as key to closing advertising contracts of up to \$40K each.

## Project Highlights & Proven Results (cont'd)



### Corporate Communications

Served as “communications central” for Pittsburgh International Airport Air

National Privatization Project, keeping all key stakeholders apprised of project benchmarks through ongoing leadership of corporate communications.

For other organizations, served as publications editor-in-chief, created internal communication programs, and developed first-ever intranet sites and nationwide teleconferences contributing to motivated workforces.



### Market Research

For assorted corporate and nonprofit entities, conducted market/environmental research, competitor analysis, and pricing

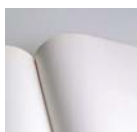
studies to identify unmet consumer needs, capitalize on new opportunities, and analyze costs/benefits/impacts of proposed spin-offs. Pinpointed trends and enabled the optimization of marketing/sales efforts. Also introduced tracking mechanisms that enabled the analysis of direct mail campaigns and Website visitor behavior to maximize effectiveness and response-rates of campaigns.



### Media Outreach & Publicity

Generated press coverage of client companies, product launches, and organizational success stories from

major-market newspapers (e.g., *NY Times*, *Washington Post*, *LA Times*, *Boston Globe*, *Chicago Tribune*) and magazines (e.g., *Forbes*, *Newsday*), as well as nationally televised network programs (e.g., MSNBC's “Hardball with Chris Matthews”). Captured thousands of dollars in earned media coverage for clients at zero cost through effective media outreach and publicity campaigns.



### Technical Writing & White Papers

Wrote dozens of technical documents and manuals that were easily customizable for major clients, and authored 2006 annual

report for nationwide, faith-based nonprofit organization.

For worldwide architectural/engineering firm (Louis Berger Group, Inc.), worked on environmental plans and feasibility studies for a major construction project in Africa and helped prepare Environmental Impact Statement (EIS), Internal Scoping Report (ISR), and Commercial Services Plans/Environmental Assessment (CSP/EA) for the National Museum of African American History; Smithsonian Institution in Washington, D.C.; and Everglades National Park in Florida.

Also worked on a number of classified DoD proposals, including RFP-responses for new embassy compound in Baghdad and Navy ops center facility maintenance contract, and Encroachment Action Plan (EAP) for Naval Base Ventura County (NBVC) in California.

## Résumé of Joseph Bury

### CAREER HIGHLIGHTS

JOSEPH BURY MARKETING — Fredericksburg, VA

**Consultant**, 2006 to Present

Founded and grew successful marcom and Web consulting practice. Retained by diverse clients across corporate, nonprofit, and government sectors.

GOLFSTYLES MAGAZINE — Washington, D.C.

**Marketing Director**, 2004 to 2006

Led all aspects of traditional and online marketing strategy to grow revenues, improve market positioning, increase subscriber base, and extend company brand.

PARENTERAL DRUG ASSOCIATION (PDA) — Bethesda, MD

**Website Manager / Editor**, 2003 to 2004

**Web Editor / Managing Editor**, 2001 to 2003

Promoted to develop and execute strategic marketing plan to improve PDA's Web presence.

THE ONYX GROUP — Alexandria, VA

**Director of Corporate Communications**, 1998 to 2000

**Technical Writer / Editor**, 1997 to 1998

Enhanced internal and public perception of company using various communication tools. Wrote press releases, speeches, marcom collateral, and assorted technical documents and manuals.

### EDUCATION & TRAINING

GEORGE WASHINGTON UNIVERSITY — Washington, D.C.

**MBA, Management Systems & Cybernetics**

UNIVERSITY OF NOTRE DAME — Notre Dame, IN

**BA, English**

Technology Certifications:

**Certified Internet Webmaster (CIW)**

**Certified in I-Net+, Website Design, and eCommerce**

Broadcast Training:

Producer/Anchor Training, TV News Center, Rockville, MD

### OF NOTE

Computer Skills: Windows, Mac OS, MS Office Suite, PowerPoint, Dreamweaver, Fireworks, WebTrends

Affiliations: Covenants Committee Member, Lee's Hill HOA; Knights of Columbus Member, St. Jude Catholic Church; Fredericksburg, Virginia