

JohnFries

MARKETING / COMMUNICATIONS / DIGITAL



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STRATEGIC EXPERTISE. CREATIVE EXCELLENCE.

Whether you own a company or handle marketing, communications or digital for one, you need a partner you can count on to provide you with custom-tailored strategic expertise and/or creative solutions that help you communicate effectively, consistently and vividly with the audiences that matter most.

That's where I come in. For more than three decades, Fries Communications has been providing creative, effective marketing communications, public relations and digital solutions to organizations of all sizes and types—from major corporations to small businesses and startups, to nonprofits, medical practices, entertainment ventures, tech firms, and many others.

Based in Pittsburgh, we work with a diverse range of clients locally, across the country and beyond its borders.

Clients benefit from our strategic expertise and creative services that help build brands, engage audiences, tell compelling stories, and help them create meaningful connections with their customers.

Fries Communications was named one of Pittsburgh's top PR firms by Expertise.com in 2018, 2019 and 2020.

SOLUTIONS & SERVICES

- Marketing, brand & digital strategy
- Content & social media
- Online writing & SEO
- Advertising
- Public relations: media, publicity, crisis, etc.
- Writing: copy, editorial, direct response, blogging, etc.
- Storytelling for businesses & nonprofits
- Graphic design: print, online, display, apparel, POP
- Logo & brand design
- Web & online: web design, SEO/SEM, ecommerce, content, social media
- Video & branded content production: writing, shooting, production, packaging, optimizing
- Photography
- Consulting, coaching, classes & keynotes

CONSULTING, COACHING, CLASSES & KEYNOTES

- I ask questions and listen to you
- Smart strategy combined with customized creative
- Proven expertise backed by 30 years of experience
- Accessible
- Deadlines met or exceeded
- Results-focused

BENEFITS: THE FRIES ADVANTAGE

- Smart strategy combined with customized creative
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SAMPLE CLIENT EXPERIENCE

UPMC / PNC Bank / Giant Eagle Market District / Heinz / Schering-Plough / Highmark / PA Blue Shield / Savvior Technology / Choice Chiropractic / Allegheny Medical / Sunny Bridge Foods / Pizza Hut / Little Sisters of the Poor / Macalicious Santa Fe / Blue Myst Films / Innovative Solutions / Prime Stage Theatre / Vasculitis Foundation / Pain & Disease Management Associates

ABOUT JOHN FRIES

John Fries is an award-winning marketing and communications leader with more than three decades of strategic, creative and team leadership experience and a substantial track record of measurable results. He's earned a strong reputation as a powerful writer, vivid designer, and producer-director of compelling content and stories across all media platforms

Fries has held leadership positions at several major organizations including UPMC Passavant, UPMC Shadyside, the Port Authority of Allegheny County, Burson-Marsteller, and The Frick Pittsburgh. He's also provided communications solutions to dozens of companies and non-profits across a range of industries including UPMC, PNC Bank, Giant Eagle, Heinz, Highmark, Schering-Plough, Pizza Hut, and Prime Stage Theatre.

Fries offers clients innovative solutions customized to their specific needs and backed by deep experience in strategic communications planning, brand management, creative direction, team leadership, digital communications, public relations, crisis management, new product and service launches, print and online editing, copywriting, content creation (SEO) and video production.

He's built and led teams ranging from two to 30 people. A highly skilled writer, editor, graphic designer, and video content producer, his work has been published worldwide.

Active in digital communications for 25-plus years, Fries has extensive experience in website planning, online engagement, content strategy, writing and production, SEO, brand journalism, social media, digital design, blogging, online reputation management, podcasting, and more.

A widely published journalist across a diverse range of media, Fries has also published six ebooks, co-authored an Amazon five-star book, produces and hosts a podcast, and has produced several hours of film, television and video. Since May 2019 he has written more than 100 online content assignments for one of North America's top reputation marketing firms.

Fries holds a degree in communications and marketing from Duquesne University.

FRIES MEDIA PRODUCTIONS

Five years ago John Fries launched Fries Media Productions, a film, video and audio production company, based in Pittsburgh with an outpost in L.A., that provides companies with film, video, television and branded content writing, production, packaging, distribution, and optimization across all platforms. Fries Productions has completed scores of video and podcast projects and conceived several web series.

ACCOMPLISHMENTS INCLUDE

- Wrote and designed numerous printed and online materials and have produced about 40 branded videos (including the organization's most-viewed video ever) to help the Vasculitis Foundation successfully communicate with its global audience.
- Have written more than 100 optimized, online content pieces for one of North America's top reputation management firms.
- Provided creative marketing, PR and digital solutions to announce the launch Macalicious, a popular, trendy dining establishment in Santa Fe, NM.
- Have placed three dozen media features, produced numerous branded online videos and handled marketing for several celebrity events on behalf of Prime Stage Theatre.
- Co-developed and implemented the integrated communications strategy that supported The Frick Pittsburgh's two-year, \$14-million site expansion project.
- Introduced the social media program at The Frick Pittsburgh, developed strategy and messaging and grew the audience to 10,000+ followers.
- Researched and wrote all copy for PNC Strategies, PNC Bank's magazine for its emerging business customers.
- Developed a full suite of marketing, advertising and PR materials for Allegheny Medical, a health and wellness practice.
- Wrote and produced the film that launched Little Sisters of the Poor's successful \$18-million capital campaign to fund site expansion.
- Led the team that developed UPMC Passavant's award-winning website.
- Led marketing and communications for the UPMC Passavant Holiday Festival if Lights, a community event that attracted 10,000+ visitors on one night each year.
- Co-developed UPMC Shadyside's first website, one of the first hospital websites in Pittsburgh.
- Handled communications for the Pittsburgh premiere of Desperate Measures, a Hollywood film starring Michael Keaton and Andy Garcia.
- Supervised rebranding for the Port Authority of Allegheny County.
- Led a national public relations effort for Pizza Hut, Inc. that earned placements in most major media including NBC's Today Show, CBS, NBC, CNN, and MTV.

GIVING BACK

From serving on boards and providing pro bono professional services, we support a number of community, faith-based and nonprofit organizations and charitable initiatives. We strongly believe that it's our responsibility to contribute and are glad to help when possible.

CONTACT

We look forward to the opportunity to help you build your brand, engage your audiences, communicate your important messages, and make a splash in the marketplace.