

John A. Fries

2637 Brighton Road, Pittsburgh, PA 15212

SUMMARY

Senior-level marketing, public relations, branding, and online expert with extensive strategic, creative and managerial experience and a reputation for work that delivers results. Accomplished, widely published writer and digital storyteller.

SKILLS

Communications planning / Team leadership / Brand development / Public relations / Crisis communications / Writing / Editing / Graphic design / Web design / Content development / SEO / Blogging / Social media management / Direct marketing / Publication planning / Podcasting / Speaker and media coaching / Filmmaking / Photography

WORK EXPERIENCE

Founder and Principal, Fries Communications, Pittsburgh, PA, 2003–Present

Provide strategic and creative marketing, PR and digital solutions to a wide and diverse range of organizations.

- Lead marketing and PR efforts for Prime Stage Theatre, a professional Pittsburgh arts organization. Efforts have resulted in successful rebranding, establishment of branded video channel and placement of several media features.
- Provide a variety of strategic and creative marketing communications solutions to help the Vasculitis Foundation, a Kansas City-based medical organization, engage and expand its global audience.
- Write and design marketing materials and online content for a variety of organizations. Clients have ranged from major corporations (UPMC, Heinz, Giant Eagle, Schering-Plough, PNC Bank, and others) to small businesses and startups.
- Developed marketing, PR and online strategy and materials to support launch of new gourmet eatery in Santa Fe, NM.
- Crafted compelling success stories to support sales promotion initiatives for the Miami, FL-based Doug Williams Group.

Publications and Web Manager, Frick Art & Historical Center, Pittsburgh, PA, 2007–2016

Developed and managed marketing, communications and digital initiatives targeted to a variety of audiences. Served as editor of publications, websites and social media platforms. Supervised external creatives. Wrote and designed materials.

- Co-developed and implemented an integrated marketing, PR and online strategy to inform a variety of stakeholders about the Frick's two-year, \$15 million site expansion project, the largest such initiative in the organization's history.
- Led development of several new external communications initiatives, including five websites, members' magazine, monthly e-newsletter, gallery audio tours, and online video channel.
- Served as editor, website and e-newsletter writer/editor, and wrote and designed numerous collateral materials.
- Established the museum's social media platforms, developed content and grew audience to 10,000+ followers.
- Saved an estimated \$100,000+ by handling writing, design and production in-house.

Marketing Manager, The Washington Hospital, Washington, PA, 2002–2003

Developed and implemented marketing and public relations strategies for hospital, facilities and medical staff serving three-county area. Supervised staff and external creatives in producing of a variety of publications and materials.

- Placed more than 100 print, broadcast and online media features and served as media spokesman for a variety of issues and crisis situations.
- Established digital communications initiative to foster effective, engaging internal communications.
- Introduced, wrote and designed "patient story" approach to advertising.

Manager, Burson-Marsteller, Pittsburgh, PA, 2001

Managed communications initiatives for clients at one of the world's largest public relations and advertising agencies.

- Led creation of innovative digital initiative to help Duquesne Light communicate storm readiness to customers.
- Played key role on team that developed brand platform and website for Highmark.
- Served on team that developed crisis strategy, messaging and website for PA Blue Shield.
- Supervised development of Pennsylvania Utility Choice website, which enabled residents statewide to select their utility suppliers online, delivering more than 10 million visits.

Director of Public Relations, UPMC Passavant, Pittsburgh, PA, 1998–2001

Led department staff in development and implementation of marketing, PR, digital, and community outreach initiatives and writing and design of print and digital materials for hospital and medical practices serving two-county area.

- Led team that built and launched hospital's award-winning website, which brought referrals to the hospital from across the U.S. Introduced enewsletter for external audiences and digital communications to employees.
- Introduced and supervised development of weekly information pages in *Pittsburgh Tribune-Review* and monthly sections in *North Hills Monthly* and *Northern Connection* magazines.
- Worked on UPMC merger communications and served on several UPMC communications committees.
- Developed and implemented marketing communications and PR strategy for UPMC Passavant Holiday Festival of Lights, an annual, one-night community event. More than 10,000 people attended event each year.
- Established and managed partnerships with several businesses and community organizations.
- Served on several UPMC Health System committees.
- Placed numerous earned features in print, broadcast and digital media.

Manager, Customer Communications, Port Authority of Allegheny County, Pittsburgh, PA, 1997–1998

Supervised four department heads and 25 staff members in a wide range of communications initiatives and publications targeted to 75 million annual riders.

- Led development and launch of a new organizational branding system, from managing 80-member committee to hands-on design of logo and brand elements and writing identity manual.
- Supervised creative staff's redesign of transit schedules for greater readability. Personally created new branded templates for rider literature.
- Supervised production of entertaining, innovative staff training videos.

ADDITIONAL EXPERIENCE

- Have dozens of articles to a variety of publications and websites, including *Pittsburgh Magazine*, the *Pittsburgh Post-Gazette*, *North Hills Monthly*, and LinkedIn.
- Wrote and directed *Blue Myst Road*, an original dramatic film about Pittsburgh urban legends.
- Authored four ebooks on marketing and communications.
- Edited *Going the Distance*, an autobiographical book by elite runner and U.S. Olympics hopeful Brandon Hudgins.
- Established Blue Myst Films, an independent film and video production company.
- Created *The Uptown Project*, a website that presents the history of Pittsburgh's Uptown neighborhood.
- Created and serve as editor of *Movieosity*, a online film blog.
- Have guest-lectured at Point Park University and La Roche College, and taught classes at CCAC.

HONORS AND RECOGNITION

- IABC Pittsburgh Golden Triangle Awards, First Place Award of Excellence, UPMC Passavant Website.
- Several awards as part of Burson-Marsteller team, Highmark Website.
- Recognized in PA Senate for writing and directing *Blue Myst Road*, an original independent film.

COMMUNITY INVOLVEMENT

- Wrote and produced video used to launch a major expansion capital campaign for Little Sisters of the Poor.
- Served as co-producer of *Orthodoxy Now*, a weekly, faith-based television show of with than 100 episodes.
- Have served on several boards and committees, including IABC Pittsburgh, North Hills Community Outreach, Prime Stage Theatre, Pittsburgh New Works Festival, and the Pittsburgh Orthodox Christian Communications Committee.

EDUCATION

B.A., Duquesne University, Pittsburgh, PA. Major: Communications Minor: Marketing