



Strategic Marketing & Communications Executive | Innovative. Analytical. Empathetic.

"I create compelling stories to strengthen organizational reputation, engage audiences and achieve business goals."

EXPERIENCE

I co-founded and led Agency 360 for 15 years, a seven-figure business with dozens of directed staff. We provided customized marketing and communications services to clients in hospitality, entertainment, sports, gaming, nonprofit, healthcare, technology and other industries. We developed and managed connected strategies such as publicity, advertising, social media, event production and integrated marketing, working seamlessly within our clients' operations while leveraging our networks and expertise for their benefit. Clients ranged from Fortune 500 and publicly-traded businesses to founder/owner-led small businesses with \$5M-\$250M in revenue.

As the managing partner of the business, my roles were bifurcated into client services and company operations:

- Develop and sell a customized suite of retainer-based services for prospective clients across all industries
- Lead marketing and communications strategy development and delivery of all services for all clients
- Direct management of legacy and other high-impact accounts
- Leverage network connections to create mutually beneficial opportunities for client groups
- Develop and adapt internal operational structures and procedures
- Manage all employees, independent contractors and vendors
- Coordinate strategic growth of the business, matching resources to opportunities
- Nurture company culture and define common purpose and guiding tenets for business

RECENT WORK

In 2022 I was asked by Hawthorne Race Course, our agency's longest-running client for whom we provided in-house services, to take an exclusive role within the business as its **Head of Marketing & Communications**. In preparation for an historic \$400 million redevelopment to become Illinois' first integrated casino, horseracing and sports betting business, I:

- Lead all marketing and communications including advertising, publicity, content production, creative services, community engagement, sponsorships, customer relations, event production and industry advocacy
- Developed a first-in-the-nation "betting bar" concept to reimagine our network of off-track wagering parlors
- Integrated our marketing with an international sports betting partner, opening four retail sports books
- Launched the industry's first live streamed handicapping contests showcasing the nation's leading players

Currently, I provide media relations and communications strategies for clients of **VineSprout**, a publicity firm working in non-profit, tech, mission-banking and manufacturing. I produce video stories for **Go Brewing**, the nation's fastest growing non-alcoholic brewery. And I produce and **co-host a weekly podcast** called "[Go with Joe](#)" about taking intentional action to achieve goals in business, health and life.

EXPERT SKILLS

Excellent Writing • Practiced Innovation • Process Development • Data Analysis & Insight • Partnership Development • Building Stakeholder Consensus • Presentations & Public Speaking • Customer Experience Design • Artistic Direction

ASSOCIATIONS

Business Marketing Association/Association of National Advertisers (Executive Director, Board Member) • Chicago Innovation (Associates Board) • Center for Creative Entrepreneurship (Advisory Board)

PERSONAL HALL OF FAME

- Creation of fundraising videos, event concepts for cancer research, including a "[memory booth](#)" on Navy Pier
- Development of two citywide public art programs benefiting the families of [fallen police](#) and [firefighters](#)
- Original concept creation: [Horseplayers Invitational](#) (Hawthorne), [Suits & Boots](#) (TopGolf), [50 Shades of Red](#) (Carnivale), Bacon Network News (Q-BBQ), [Alderman Firefighter Training](#) (Local 2), Operation Pink Sky (Skydiving)