

JOHN EGAN

2124 East Sixth Street, Unit 208 ▪ Austin, Texas 78702 ▪ 512.799.1022 ▪ johnegan63@hotmail.com

"The Austin Business Journal Web site is among the best and brightest of the entire organization. That is due almost entirely to John."

– Austin Business Journal, Performance Review, 2003

The technology section "is one of the strongest products of the newspaper and carries John's stamp."

– Austin Business Journal, Performance Review, 2002

- POSITION -

Editor/Writer, Communications Manager

Incredibly knowledgeable and focused professional with more than 20 years of broad-based experience in editing and writing for business-to-business publications, daily newspapers and online media outlets, as well as television and radio.

Strengths

- ✓ Strong writing, editing and verbal skills
- ✓ Ability to excel in a flexible, changing environment
- ✓ Outstanding project management, people management and team leadership experience

CAREER HIGHLIGHTS

- Led redesign of Austin Business Journal in 2004, which resulted in increased subscriptions
- Provided major contributions toward creation of quarterly lifestyle magazine at Austin Business Journal
- Introduced weekly business news segment on local TV station
- Resurrected internship program at Austin Business Journal
- Played integral role on Web team at Austin Business Journal that won companywide award
- Successfully captured statewide media interest for freight and passenger rail funding effort sponsored by Texas Rail Relocation and Improvement Association, resulting in \$182 million legislative appropriation
- Generated more than \$200,000 worth of publicity for first-ever Lemonade Day in Austin, Texas
- Gained worldwide media exposure for "Solve the Mystery," a campaign launched by relatives of explorer Meriwether Lewis to have his remains exhumed
- Developed national media coverage for sensory branding provider DMX during 2008 World Series games in Florida
- Achieved national media exposure for technology product launch by Xitronix Corporation
- Coordinated public relations for Peace of Mind 5K, the nation's first-ever rally/walk/run designed to salute Americans with combat-related traumatic brain injuries; the event drew more than 800 participants

RELATED EXPERIENCE

ACCOUNT MANAGER ▪ ELIZABETH CHRISTIAN & ASSOCIATES PUBLIC RELATIONS ▪ AUSTIN, TX ▪ 2008-2009

- Proactively involved in a full-service firm dedicated to handling local, statewide and national projects involving public affairs, media relations, legislative and grassroots projects, business development and crisis communications
- Directed media relations, copywriting, Web development and public relation strategies for clients

PRESIDENT ▪ UPWORD COMMUNICATIONS ▪ AUSTIN, TX ▪ 2006-2008

- Authored articles for numerous media outlets, including National Real Estate Investor, Retail Traffic and CreditCards.com
- Built solid rapport with clients, developing Web content for clients and coaching them on media strategy

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EDITOR ▪ AUSTIN BUSINESS JOURNAL ▪ AUSTIN, TX ▪ 2004-2006

- Supervised 11-person news staff with budget of more than \$600,000; collaborated with publisher, managers and other staffers to establish general vision for publication

MANAGING EDITOR ▪ AUSTIN BUSINESS JOURNAL ▪ AUSTIN, TX ▪ 1999-2004

- Directed day-to-day operations of newsroom; coached reporters on reporting and writing stories for print and online editions; supervised weekly report on small businesses

EARLIER CAREER

COPY EDITOR ▪ ST. LOUIS BUSINESS JOURNAL ▪ ST. LOUIS, MO ▪ 1998-1999

WIRE EDITOR / COPY EDITOR ▪ BELLEVILLE NEWS-DEMOCRAT ▪ BELLEVILLE, IL ▪ 1996-1998

REPORTER ▪ NEWS TRIBUNE ▪ JEFFERSON CITY, MO ▪ 1986-1996

EDUCATION

Bachelor of Science, News-Editorial Journalism ▪ University of Kansas, Lawrence, KS