



Brian Justice
 Writing & Editing; Marketing &
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BRIAN JUSTICE

ABOUT

A relationship focused communications professional who demonstrates quality in every effort, has the ability to deliver above expectations, achieves internal and external client satisfaction, pursues innovative solutions, is self-motivated and focused. Started off as a graphic designer, became a new biz AE, started independent marketing/corporate communications consultancy – a one man ad agency, essentially – and in every position functioned in a variety of capacities. Writer, creative director, client service, account management – sometimes singularly and oftentimes concurrently. Thrives in a fast-paced role as part of a team, is highly responsive and achieves long-term success for clients and the organization.

EXPERTISE

- ✓ Multi-channel communication/marketing campaigns leveraging variable data including print, direct mail, email and online
- ✓ Corporate and employee communications
- ✓ Technical and creative writing (taglines, ads, articles, booklets, etc.)
- ✓ Communications strategy creation and planning
- ✓ Proofing and editing
- ✓ Branding and art direction
- ✓ Relationship management
- ✓ Business development and retention
- ✓ RFPs and special project proposals
- ✓ Analyzing data and reporting results
- ✓ Project and vendor management
- ✓ Cross-functional team leadership

EXPERIENCE

Brian Justice Writing & Editing; Marketing & Corporate Communications

Principal, 2013 to present

I am a freelance writer/editor. I have written for a wide variety of industries including commercial and residential real estate, financial services, healthcare, hospitality, logistics, manufacturing, pharmaceuticals, retail, non-profits and others. Engagements have included annual reports, ideation summaries, proposals, direct mail, websites, advertising (print, radio and online), long and short form print collateral, websites, magazine articles, scripts for recruiting, training, event and new product videos.

Clients include:

- American Association of Implant Dentistry
- Anthem Media
 - KC magazine
- August Jackson
- Birk Creative
- Boom De Yada
- Bright Futures Fund
- California Water Service
- Chicago Botanic Garden
- Chicago Lakeshore Hospital
- DHR International
 - White papers in the following practice areas
- Advanced Technology
- Board and CEO
- Business and Professional Services
- Chief Marketing Officer
- Diversity
- Financial Services
- Healthcare
- Human Resources
- Nonprofit
- Edelman Public Relations
- Eire Direct Marketing
- Echo Global Direct
- Empower Retirement

- First Global Credit
- Guerrero Howe Publishing
 - American Builders Quarterly magazine
 - Green Build & Design magazine
 - Modern Council magazine
 - Profile magazine
- Howard Brown Health Center
- Insitum
- JWC Media
 - Sheridan Road magazine
- Kindle Communications
- The McClatchy Company
 - The Kansas City Star
 - INK
 - SPACES magazine
 - The Phoenix Newsletter
- Modern Luxury Publications
 - Interiors Chicago magazine
 - North Shore magazine
- Motor Brand Design
- Neoteric Design
- Niche Media
 - Michigan Avenue magazine
- National Opinion Research Center (NORC)
- Rhea+Kaiser
- Roz Joseph Group
- Schawk!
- Scout
- Taft Partners
- Tempus
- Townsend Communications
 - KC Studio magazine
- Unum
- Venice Communications
- Wilson Dow Group
- Words&Pictures, Inc.

BCN Communications, Chicago, IL

Vice President, Marketing & Business Development, 2010 to 2013

Primary responsibility was to create and implement business development practices and protocols to generate RFPs for the firm, which specialized in high-quality annual reports for Fortune 500 companies. Established flexible formats and drafted the language for proposals and other client communications materials. Developed templates to ensure that the content was appropriate for each unique opportunity and accurately represented the services and background of the firm.

Additional accomplishments:

- Lead SWOT analysis of the business which resulted in presenting the differentiators and attributes to distinguish the firm
- Developed a strategic marketing plan that re-oriented and expanded the company beyond its traditional target audience, product and service offerings
- Assessed progress against goals and regularly produced detailed reports
- Established the company's first CRM system for prospecting
- Created and owned a robust, dynamic database of over 3,000 viable contacts/prospects which grew an average of 30+ contacts per week
- Managed a contact schedule that averaged 200+ weekly touches and was responsible for additional follow-up and inquiries

Notable achievement: Within 18 months generated a 400% increase in RFPs from nationwide companies including Drexel University, ArcelorMittal, Clorox Corporation, Comcast, Celanese Chemical, Echo Global Logistics and the World Bank and over \$3,000,000 in proposals.

Loden Communications, Kansas City, MO

Principal, 2005 – 2010

An independent marketing/corporate communications agency serving a wide range of clients, industries and projects. As sole proprietor, was responsible for virtually all aspects of the business from new business development and client satisfaction (resulting in repeat business) to outsource management and delivering on time and under budget. Primary work included:

- Project management
- Research and insight gathering
- Developing marketing and communications plans
- All creative, such as concept development, copy writing and art direction
- Media placement and purchasing

Notable achievement: Generated over \$150,000+ in annual sales and created brands, programs and campaigns for a wide variety of industries and clients, including H&R Block (corporate/financial services), Advanced Financial Services (wealth management), Cellar Rat Wine (retail), Hotel Phillips (hospitality) and Time Equities/Grubb & Ellis (commercial real estate).

Big City Marketing, Kansas City, MO

Acting Director of Client Services

Performed under the auspices of Loden Communications I served as the primary point of contact for this boutique agency between clients, vendors, contractors, consultants and partners. Responsibilities included:

- Management of all client relationships
- Defining and monitoring marketing and communication goals
- Writing proposals
- Negotiating client contracts and agreements
- Creating and managing budgets
- Vetting, hiring and oversight of all third-party/outsourced resources
- Writing and creative direction

Notable achievement: Lead the development and implementation of a 12-month employee communication program for H&R Block to change perceptions and overcome objections and complaints by employees during a transition period to a new office. Program addressed the concerns of 1,600+ employees regarding the construction of and relocation to a new corporate headquarters in downtown Kansas City and included events, print and digital newsletters, a dedicated website, training, instructional and welcome videos. Over the course of the transition, surveys indicated employee perceptions of the move were transformed from largely negative to overwhelmingly positive resulting in a more satisfied and cohesive workforce

Words & Pictures, Inc., Chicago, IL

Senior Account Executive, 1992 – 2003

Primary activity was new business development and account management and secondary role included copywriting/editing and creative direction. Responsibilities included:

- Researching and qualifying new business opportunities
- Identifying prospective contacts and decision-makers
- Establishing and maintaining relationships with appropriate contacts
- Writing proposals and creating budgets
- Supported critical business needs, such as:
 - Preparation of creative brief for presentation
 - Organizing and directing initial creative/design efforts
 - Reviewing and vetting of initial concepts
 - Client presentations
 - Researched, established and supervised vendor relationships, including contract negotiations with ad specialty and premium companies, printers, illustrators and photographers

Notable achievement: Clients included Kraft Foods, Walgreens, McDonalds, Tishman Speyer Properties and Amerin Guaranty (insurance). Developed direct mail campaigns for Amerin that regularly generated several million dollars in revenue and campaign averaged 700 – 800% ROI.

EDUCATION

University of Missouri, BFA

References available upon request.