

## John-Michael Battaglia

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### SUMMARY STATEMENT

**Versatile writer, video producer, and marketing communications specialist with excellent Macintosh computer skills.**

Experienced in all forms of corporate and marketing communications, including: web site copywriting and content development; advertising copywriting; corporate-industrial scriptwriting; technical writing; proposal writing; news writing; public relations; and film, video, TV, radio production.

Throughout my career, I've provided a wide range of creative services both as a staff employee and as a free-lance consultant. I've functioned as the communications bridge between what a client wants to say to a market in whatever medium was appropriate, considering the subject matter and the budget limitations. To see writing samples, watch videos, read client testimonials, and review my qualifications in greater detail, visit [my web site](#).

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### EDUCATION

#### **Master of Science in TV/Radio/Film**

Syracuse University, Newhouse School of Public Communications, Syracuse, NY.

#### **Master of Fine Arts in Cinema-Drama (pending completion of masters thesis-film.)**

Syracuse University, School of Visual and Performing Arts, Syracuse, NY.

#### **Bachelor of Arts in English Literature (with honors)**

Colgate University, Hamilton, NY.

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### WORK EXPERIENCE

#### **Scriptwriter-Producer-Director**

*doing business as Galileo II Productions, on a free-lance basis.*

Providing creative services in marketing and corporate communications. Wrote, produced, directed, and edited marketing and training videos for several Fortune 100 companies and other corporations in the high technology, entertainment, or manufacturing sectors. Clients served included: Hewlett-Packard, Xerox, Chevron, ITT, Triad Systems, Synapse Technologies, Amdahl, Philips Interactive Media of America, Orion Home Video, SUNY, and others. Sample projects included:

- > Hewlett-Packard.....*The Trial of the Maintenance Manager*
- > Hewlett-Packard.....*H-P AdvanceNet*
- > Xerox.....*Documenter Sales Training: Competition*
- > ITT.....*Introducing the ITT XTRA/286*
- > Chevron.....*Identifying Client Behavioral Styles*
- > Triad Systems.....*Triad Basic Point of Sale and Triad Special Order*
- > Amdahl.....*X.25: An Overview*
- > Philips Interactive Media of America.....*Caesar's World of Gambling*
- > CCH Computax.....*Pro-System FX—Annual Update*
- > Graphic Evidence.....*Videos of demonstrative evidence for attorneys to use in court cases.*
- > Mary Jo Blue Productions.....*Country County Cable: Timeliness of Service Calls*
- > Unipunch.....*Cost Effective Punching Solutions*
- > SUNY Research Foundation.....*The Toys That Bond*

## **Creative Web Copywriter and Marketing Communications Director**

*Presage Technologies, Houston, TX.*

On a remote, telecommute basis with occasional visits to Houston, wrote the original web site copy, developed content, and directed marketing communications for [click2try.com](http://click2try.com), an innovative, community web site dedicated to letting people try-out Open Source software for free as virtual machines running in a browser on their desktop. Conceptualized and collaborated on company's logo design; established brand name; directed web site's look-and-feel, as executed by a Houston-based, web/graphic design agency; supervised technical writing and video production of Quick Start tutorials; directed and edited content promoting Open Source software applications in the Catalog entries; wrote the marketing-oriented questionnaire eliciting feedback from selected participants in a survey of the beta version of click2try.com. (Estimated release date for public version of click2try.com: Fall/Winter 2008.)

## **Technical Writer**

*CTG (Computer Task Group), Buffalo, NY.*

On a consultant basis through CTG, assigned to Synergy Business Management, a holding company supervising the operation of several enterprises, including three native American-owned mail order tobacco companies. Writing four training manuals, website copy, and other reports to be used for staff training, in court cases, and in Congress to document client's policies of operating in strict compliance with all constitutionally valid laws. Assignment occurred at a time when the large tobacco companies and attorneys general throughout America — in the government-sponsored cartel that evolved from the controversial (and arguably illegal) Master Settlement Agreement of 1998 — are attempting to squash competition to Big Tobacco from small manufacturers and distributors.

## **Creative Writer**

*Eagle International Institute, Rochester, NY.*

Write scenario-based, narrative scripts to be delivered in live training sessions for Fortune 500 companies seeking to improve the productivity of their work force in the use of software programs running on mobile technologies, like laptop computers, Tablet PC's, and personal digital assistants (PDA's). Recent clients include Microsoft (for promoting *OneNote* on the Tablet PC; Pfizer (new hire training). Also, write marketing materials to promote Eagle's course offerings and brand image through web site and brochures.

## **Educational Specialist (Video and Multimedia Producer)**

*Research Foundation of SUNY, Buffalo State College, Center for Development of Human Services, Buffalo, NY.*

Assigned to the Curriculum Development department of CDHS. Developed educational, training videos and informational web sites as resource materials to support the training of caseworkers in child welfare. With a digital video camera, photographed, directed talent, and used Apple Computer's *Final Cut Pro* to edit *The Toys That Bond* video (to facilitate bonding between parents and children); conceptualized and supervised development of *The Journey Through Adoption* CD-ROM/website project (a comprehensive reference guide for caseworkers).

## **Writer-Producer**

*KTVU-TV, Oakland, CA.*

Wrote, edited, and produced on-air promos to support the news, sports, and programming of a strong, independent station. Reviewed footage; selected tantalizing scenes; wrote narrator's copy; chose music and sound effects; ordered art and graphics elements; supervised editing of 2" video masters; directed talent and crew; produced over 20 promos weekly under deadline pressures.

## **Writer-Producer**

*KGO-TV, San Francisco, CA.*

Coordinated the on-air promotion of *QB VII*, a 6-1/2 hour mini-series, for an ABC-TV owned-and-operated affiliate's afternoon movie format during a ratings sweeps month. Edited the original production to conform to daily episodes; produced all promotional spots, previews, daily teasers, and story re-caps. Supervised cross-promotion of program on radio, in *TV Guide*, and via other public service programming.

## **Internet Writer-Editor**

*WKBW-TV, Buffalo, NY.*

Wrote and edited reporters' news copy and wire services copy for daily publication on the web site of a local television station affiliated with the ABC-TV network. Digitized photographic images from video taped news footage and associated them with the text of news articles; produced video clips; created on-line polls; and maintained content for all pages of the TV station's web site. Used Macromedia's *DreamWeaver* to develop new pages as needed; wrote basic HTML code to accentuate stories and to create hyper-text links to supplemental information on the Internet.

### **Director, Corporate Communications**

*The Software Machine, Sunnyvale, CA.*

Co-authored business plan for an educational software start-up; coordinated public relations and advertising; wrote project proposals, press releases, presentational materials; provided creative input in the design of software products.

### **Publicist**

*Catalyst Technologies, Sunnyvale, CA.*

Coordinated public relations and marketing communications for the start-up companies developed by Atari founder and entrepreneur Nolan Bushnell in his high tech incubator.

### **Public Relations Director**

*Cumma Technology, Sunnyvale, CA.*

Coordinated all public relations functions at the Consumer Electronics Show for this start-up company of the Catalyst Technologies group. Conceptualized, wrote the copy, and coordinated production and printing of 4-color sales brochure. Wrote press releases; took publicity photographs; obtained front page stories in trade show dailies; obtained feature story on a network-affiliated Las Vegas television station.

### **Public Relations Director**

*1st Annual Hellenic Festival, Orthodox Church of the Annunciation, Buffalo, NY.*

*9th Annual Culinary Arts Festival, Buffalo, NY.*

For both festivals, wrote and produced promotional materials for all media on shoestring budgets, and coordinated all press, radio, and TV coverage of these crowd-overflowing events.

### **Writer / Web Content, On-line Help System**

*iwin.com, Los Angeles, CA.*

Working remotely on a telecommuting basis, wrote the FAQ section of the Internet's most popular, games-for-prizes web site. Blended a humorous style with technical content so that the copy in their new Help Center matched the entertainment-oriented flavor of the site and reduced the volume of e-mail queries deluging their customer service staff.

### **Technical Writer / Documentation Manager**

*Rights Exchange, Buffalo, NY.*

Wrote the user guides for the *Rights Exchange Packager*<sup>™</sup> and the *Rights Exchange Viewer*<sup>™</sup> — software designed for the secure sale and distribution of protected, digital content (like computer games, software, videos, and medical records) in encrypted files, called “DigiBoxes,” over the Internet.

### **Senior Copywriter / Technical Writer**

*Atari, Sunnyvale, CA.*

Wrote instruction manuals and packaging copy for video games.  
Credits include: *Space Dungeon, WaterWorld, Football, Phoenix, Adventure.*

### **Advertising Copywriter**

*Rich Advertising, Buffalo, NY.*

Wrote advertising copy for print ads, sales brochures, TV commercials.

### **Fund-raising proposal writer**

*Landal Institute, Sausalito, CA.*

Wrote grant proposals for an environmental planning organization.

### **Graduate Teaching Assistant**

*College of Visual and Performing Arts, Syracuse University, Syracuse, NY.*

Taught courses in 16mm film production; supervised the film editing lab.

### **Peace Corps Volunteer**

*Malaysian National Tuberculosis Control Program, Kuala Lumpur, Malaysia.*

While serving as an Administrative Coordinator, supervised the integration of the National TB Control Program with the rural health centers in Pahang, Malaysia's largest state. After two years of working in hospital Chest Clinics, extended tour of duty for two more years to write and produce short films at the National Film Department of Malaysia. Subject matter included: tuberculosis case-finding; malaria eradication; promoting literacy.