
Professional Public Relations Experience

Taylor Global, New York, NY

July 2004-Present

Managing Partner

- Co-led the top-ranked public relations agency, named the **Consumer Public Relations Agency of the Decade** and the subject of a **Harvard University published case study, *Transformation at Taylor***
- Led agency's new business initiative resulting in more than **\$100 million in revenue**, winning competitive pitches for public relations work with **Coca-Cola, Nestle, GlaxoSmithKline, Capital One, Allstate, Kraft**
- Developed and executed award-winning public relations campaigns for Fortune 500 companies in major industries including **Healthcare, Banking/Finance, Tech, Consumer Packed Goods, Food & Beverage**

Mark Beal Media, Toms River, NJ

March 2017-Present

Author, Keynote Speaker, Podcast Host

- Researched, authored and published ***Decoding Gen Z: 101 Lessons Generation Z Will Tech Corporate America, Marketers & Media***
- Researched, authored and published ***101 Lessons They Never Taught You in High School about Going to College***
- Researched, authored and published ***101 Lessons They Never Taught You in College***
- Produce, host and distribute ***101 Lessons in Leadership Podcast Series*** featuring business leaders
- Interviewed, quoted and published by major media including **ABC News, CNBC, Huffington Post, MarketWatch**, and **Gannett** on topics including public relations, internships and careers after college

Alan Taylor Communications, New York, NY

March 1990-June 2004

Vice President, Account Supervisor, Account Executive

- Developed and executed public relations campaigns for leading companies and brands including **JPMorgan Chase, Bristol Myers, Merck, Sara Lee, Reebok, Adidas and Mastercard**
- Secured editorial coverage for clients in the world's leading media outlets including **The Wall Street Journal, The New York Times, Reuters, Associated Press, USA Today, CNN, NBC, ABC, CBS, FOX**, etc
- Led the public relations efforts for Fortune 500 companies at major events including the **Olympic Games, Super Bowl, World Series, US Open, New York City Marathon** and on tour with **The Rolling Stones**

Fordham University, Bronx, NY

May 1989-March 1990

Assistant Director, Sports Public Relations

- Co-led the public relations initiatives for the university's 20 varsity athletic teams
- Secured consistent media coverage in nation's top-ranked media market for university's athletes and coaches

Graduate & Undergraduate College Teaching Experience

Rutgers University Graduate School of Global Sports Business, New Brunswick, NJ

Aug. 2018-Present

- Developed the graduate course, Value Creation in Sports Through Merchandise, Branding & Sponsorship
- Teach and mentor 25 second-year graduate students with a focus on sports marketing and communication
- Leverage my network of public relations and marketing executives to secure internships/jobs for students

Rutgers University, School of Communication, New Brunswick, NJ

September 2013-Present

- Developed and designed 300 and 400-level courses on Sakai including Principles of Public Relations; Message Design for Public Relations; Media, Marketing & Communication; and Leadership in Groups and Organizations
- Utilized my professional network and arranged for senior public relations and marketing executives from the world's leading public relations agencies and Fortune 500 companies to guest lecture and assist my students
- Leveraged my network and secured public relations internships and full-time jobs for 500 Rutgers students

Montclair State University, Montclair, NJ

January 2018- Present

- Advise and lead the student-run public relations agency, Hawk Communications
- Developed and designed the university's first ever undergraduate course in Sports Public Relations
- Teach and mentor 25 undergraduate students and leverage my network to secure internships on their behalf

Education

Kent State University, Akron, OH

May 2016

Master of Arts Degree in Journalism & Mass Communication with a specialization in Strategic Public Relations

- 4.0 GPA

Rutgers University, New Brunswick, NJ

May 1989

Bachelor of Arts Degree in Journalism & Media Studies

- While an undergraduate worked at NBC, Asbury Park Press, Mike Cohen Communications and WRSU-Radio