

JIM AKIN

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QUALIFICATIONS

Strategic communicator and manager with a passion for telling clients' stories. Broad experience with social media, traditional and Web-based media relations. Agency experience includes representing clients in high-tech, financial services, and consumer-products arenas, and successful outreach to trade publications, industry and financial analysts, and consumer media.

ACCOMPLISHMENTS

Produced compelling marketing, branding and advertising copy, including branding briefs, white papers, blogs, contributed articles, and executive speeches. Shaped and adopted "brand voices" for consumer tech products, B2B products and services, and consumer brands including resort and leisure properties and packaged goods.

Spearheaded use of social media and interactive content in PR, by harnessing Web, social networks, online forums, blogs, dynamic email, digital press kits, webcasts, and video hosting for freelance clients, at Mintz & Hoke Communications Group in Avon, CT, and at Weber Shandwick Minneapolis. Helped launch Weber Shandwick "Web Relations" practice.

Drove site traffic by developing online promotions, contests and site content for clients including The Coca-Cola Company and the national *got milk?* campaign; oversaw development of COPPA compliance policies, age-verification tools, and parental-permission verification tools for youth-focused mailing lists.

Produced interactive events and "experiences" for Medtronic, Honeywell, and Pitney Bowes; created trade-show presentations and online activities incorporating Flash and video; wrote scripts for interactive kiosks and animatronic displays; facilitated live webcasts.

Secured high-impact media and analyst coverage by coordinating briefing tours, ghostwriting articles, and fostering media contacts for such clients as Microsoft, Digital River, and Pitney Bowes.

Developed company and product positioning statements, supporting "talking points," new releases and collateral for Microsoft, H.B. Fuller, Pitney Bowes, and many start-ups.

Assembled and edited book content for pro- and consumer-level technology titles including: *The iPod and iTunes Pocket Guide*; *The iPhone Pocket Guide*; *.Mac with iWeb Visual Quickstart Guide*; and *Apple Pro Series: Final Cut Pro For News and Sports Quick Reference Guide*.

PROFESSIONAL EXPERIENCE

2009-present: Jim Akin, Strategic Storyteller; Canton, CT

Principal. Wrote and edited marketing, sales and advertising copy for print, online and mobile applications. Produced blog posts, white papers, and long-form brand "bibles". Prepared web copy. Deployed and maintained websites, Facebook pages, Flickr pools, and YouTube channels. Trained executives and entrepreneurs in use of Twitter, LinkedIn and Facebook.

2008-2009: Mintz & Hoke Communications Group, Avon, CT

Account Supervisor. Public relations consultant, with focus on social media, representing clients including Connecticut State DECD Insurance & Financial Services (IFS) Center; Connecticut Department of Public Utility Control; Permatex Inc.; and DRS Technologies.

2003-2007: Jim Akin Technology Communications, Suffield, CT

Principal. Produced case studies, brochures, Web content, positioning materials; Coordinated and line-edited eight consumer-tech books for Peachpit Press; wrote or edited numerous articles, reports and product reviews for Ziff-Davis and Mac Publishing LLC.

1997-2003: Weber Shandwick Public Relations, Minneapolis, MN

Director, Web Relations. (2002-2003) Promoted to role as manager of online-communications programs for clients including The Coca-Cola Company and Honeywell.

Account Supervisor. (2000-2002) Led communications programs/projects for Microsoft, Pitney Bowes, Dairy Management Inc., ING Aetna Financial Services, Rimage, and others.

Senior Account Executive. (1997-2000) Promoted from Account Executive; developed media materials, managed media contacts for clients such as Electrosonic, DIGI, and QWEST.

1993-1997: Ziff-Davis Publishing, San Francisco, CA

Reviews Editor, ComputerLife; Features Editor, MacUser. Senior editor at national monthlies.

1992-1993: Jennings & Company (Silicon Valley high-tech PR agency), San Mateo, CA

Account Executive. Lead writer for agency representing Adobe Systems and IBM.

1984-1992: Daily Newspaper Editor and Writer

Layout Editor and Business Reporter. Gannett Suburban Newspapers, West Nyack, NY; Community-Beat Reporter. The Record Newspapers, Troy, NY.

Skills

Software Expertise: MS Office, Vista, OS X, Dreamweaver, Flash, Adobe CS3, Acrobat;
Technical Skills: HTML/CSS, ActionScript, JavaScript, UNIX, AppleScript; *Public Speaking*:
Featured presenter on interactive PR for Twin Cities IABC, PRSA

Education

Skidmore College, Saratoga Springs, NY. B.A. Biology and Chemistry; English minor. Elected to Phi Beta Kappa Society in recognition of undergraduate academic excellence.