



Professional Summary

JOHN ABBOTT is an award-winning writer, editor, and communications consultant with more than 25 years of experience. In addition to his writing skills, he brings insight, creativity, and expertise to his clients, which include corporations, educational institutions, non-profit organizations, and small businesses.

The results of his work have been borne out in numerous ways:

- Clear, compelling writing that engages the target audience with key messages
- Successful communications campaigns that have produced higher sales and brand recognition
- Awards from his peers in national competitions

The best measure of John's success, however, is the satisfaction of his clients. Here are the comments of one executive vice president: "John led the team to help us identify the specific collateral pieces we needed for our product launch, the content required to develop them, and the look and feel of the presentation. He kept us on schedule and managed the project expertly even though we didn't get the content to him on time, changed our minds regularly – sometimes at the last minute – and our internal review process was flawed. It still amazes me that we were able to deliver these materials on time and the comments on the quality of them have been extremely positive."

Areas of Expertise

John has expertise in numerous fields, including insurance, real estate, the arts, the green movement, telecommunications, energy, and the health, recreation, and fitness industry. His portfolio contains work for corporate and consumer publications, magazines and newspapers, marketing, public relations, trade associations, and philanthropic organizations.

Writing Stories around the World

His writing career began at the University of Florida where he trained as a journalist, acquiring the skills of accuracy, clarity, brevity, and meeting tight deadlines. After graduation, he became the principal writer for *Shell News*, the flagship publication of Shell Oil Co. This job gave him the opportunity to travel around the world writing stories about people, places, and things that few others have access to. For example:

- He was one of only a handful of Americans who interviewed Prince Charles during his trip to the U.S. in 1986.
- He spent 10 days in Saudi Arabia developing profiles of petrochemical operations for a global readership.
- He wrote on-site stories from offshore oil rigs, underground coal mines, NASCAR race tracks, Superfund clean-up sites, and Mississippi River barges.

Targeted Copy, Collateral

His experience with Shell taught him how to distill complex, technical jargon into clear, effective, targeted communication. It also gave him the confidence to work comfortably in many different industries with subject matter experts ranging from CEOs, diplomats, and government officials to refinery operators, scientists, and educators.

After starting his own communications company, he branched into project management, marketing, and public relations. His ability to synthesize divergent viewpoints and collaborate with multiple stakeholders – while keeping a project on track and on budget – has given him enormous credibility in the eyes of his clients.

Hands-On Project Management

For example, he managed the editorial team responsible for producing the Pacific Telesis Foundation annual report for six years, handling both print and online communications. He also coordinated the public relations campaign for the 1999 All Candy Expo in Chicago, creating pre-event press releases and producing a daily newspaper at the show, the largest of its kind in the country with 300+ exhibitors and 10,000 buyers, brokers, and distributors. In these cases, he:

- Directed the contractors involved (designers, photographers, artists)
- Supervised their deliverables
- Served as the editorial “voice” of the project

Providing Competitive Advantages

At Fireman’s Fund, John managed a variety of corporate and marketing communications initiatives, including a series of target industry product launches that provided a competitive advantage for the company. For instance, a marketing program focused on upscale hotels led to a 30 percent increase in premiums written and a 75 percent increase in submissions for new business.

He also developed a network of more than a dozen freelance writers and consultants to supplement internal resources, including subject matter experts in direct mail, online publishing, and events management. At the same time, he managed the team that created an editorial style guide that established standards for quality and consistency, the first of its kind in the company.

More recently, he led a research program designed to assess the usage of and preferences for marketing and sales collateral by insurance agents. John developed the questions and the format for the interviews, and conducted nearly 40 of them himself. The research led to insights and recommendations resulting in more effective marketing materials and stronger co-branding with key agents.

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