

Gary James, APR

21 Sunny Ridge Drive , Asheville NC 28804

P/828-279-7517 E/[gsjames21@gmail.com](mailto:gsjames21@gmail.com); [garyjay@jamesgangcreative.com](mailto:garyjay@jamesgangcreative.com)

### **Overview:**

Editor, writer, creative director, book producer, researcher, website manager, project manager. 20+ years telecommuting and independent freelance experience managing projects and production. Career professional in advertising and public relations as a creative director, copywriter and consultant. Experienced in collaboration, supervision and management of projects and events; negotiation.

### **Core Competencies:**

- Editing, writing, ghost-writing, scriptwriting, speeches, copywriting, advertorials, web content, news releases, video production
- Self-publishing support, formatting, proofreading, indexing, book production
- Public Relations and Internet distribution
- WordPress SEO and site management
- Collaborative art direction
- Vendor relations, print production
- Research, manuscript evaluation

### **Skills:**

- 25+ years' experience with AP style; Chicago style (CMOS) for non-news preferred; APA, MLA
- Expert using Office® Word 2016 for production including front matter, table of contents, odd/even pagination, footnotes, indexing; formatting for e-book use
- 20+ years' experience with Adobe Photoshop®
- Image research and placement in website blogs; semi-professional published photographer
- Marketing coordination using Mailchimp, Facebook, Twitter and YouTube
- Early Adopter of Internet; Competent understanding of operating systems, procedures, maintenance; WordPress management
- Familiar with HTML, FTP, some coding, cPanel, hosting platforms, plug-ins, uploads, downloads and other nerdy stuff that make websites function - except for CSS and development
- 10+ years experience with film editing software (iMovie), Audio editing (Fission); Experience directing film, radio, video production; Voice Over experience
- Online print production and management
- Skype, Facetime, Zoom

### **Affiliations:**

- Editorial Freelancers Association since 2015
- International Association of Business Communicators since 2000
- Public Relations Society of America since 2000
- Accredited Public Relations (APR) in 1994 while Secretary of Florida Public Relations Association
- AAF ASHEVILLE, founding board member, secretary, newsletter editor 2008 -2009

### **Select Publications and Author support:**

- *Culture of Excellence: What we can learn from the Yankees about leadership*, Colin Cerniglia. 2020; Editing, Production, Print coordination
- *Don't Be a Cow! Find Your Own Path*, George & Rachel Barker. 2016, 2018; Design, Production, Print coordination, Website Editor, Promotion
- *More Than You Can Handle*, Doug Moore, MD. 2017; Research, Formatting, Layout, Production
- *Cleanse and Purify Thyself*. Richard Anderson, Honorary ND, NMD; Formatting, Indexing, Production
- *Live Well*, vol. 1 – 3. Lifestyle magazine. John Cannon Homes (2015 – 2019); Editor, Writer

### **Advertising and Public Relations:**

- Creative Branding/Public Relations professional; Copywriter. jamesgang creative communications, Asheville, NC (2005 to present)
- Senior Brand Strategist/Copywriter; Co-Owner. ICBM LLC – Washington DC 2003-2005
- Senior Copywriter; Promoted Creative Director. TKMP -- Washington DC 2000-2003
- Freelance Copywriter -- Washington DC 1999-2000
- Director of Client Services. Gail Becker Associates of Florida, Inc. – Sarasota, FL 1996-1998
- Director of Public Relations. Manatee Glens Behavioral Health – Bradenton, FL 1993-1996
- Copywriter, Creative Director for various advertising agencies, FL; On-Air talent and Continuity Director at two radio stations, FL; Assistant to the President, Broadway Press Agency, New York

### **Awards/Recognition:**

- Gold Hermes Creative Award 2017, “Cottage Cooking,” Marketing Video, Asheville, NC
- Gold Hermes Creative Award 2015, “It’s Official!” John Cannon Homes, Sarasota, FL, Advertorial
- Gold Hermes Creative Award 2014, “Raising the Roof,” *Asheville Citizen Times*, North American Roofing, Asheville, NC, Media Response
- Platinum Hermes Creative Award 2011, “Eastern Band of Cherokee Indians,” Annual report, Copywriting
- Platinum Hermes Award 2011, “Youth OUTRight,” Branding, advocacy materials and mission statement development
- Gold Hermes Award 2011, “Prime Ribbing: A NEWSical Revue,” Integrated campaign
- Gold Hermes Award 2011, “We Can Change the Rules About Cancer,” Baltimore, MD, Copywriting
- AAF Asheville Silver ADDY® Award 2011, “You Never Forget Your First Time,” Advertising Club Self-promotion
- PRAWNC (Public Relations Assoc. of Western NC) Public Service-Advocacy 2008, “Alexander’s Ford at the Bradley Preserve,” Writing, Co-direction of film production, Asheville, NC
- Gold Hermes Creative Award 2007, “A Kiss from Alexander,” Poster design
- IABC Award of Excellence 2002, “Zen in the City”- Smithsonian Freer-Sackler Galleries of Art, Washington DC, Corporate Campaign
- American Association of Museum Publications Award of Merit 2002, “Zen in the City” – Smithsonian Freer-Sackler Galleries of Art, Washington, DC, Corporate Campaign
- Business Volunteer of the Year, Cultural Alliance of Greater Washington 2000, “Torpedo Factory Art Center,” Alexandria, VA - Communications and Marketing plan
- APEX Award for Publication Excellence 1997 - Sweet’n Low® Newsletter, NYC
- 13th Annual Healthcare Advertising Bronze Award 1996, “Dancing”- Manatee Glens Corporation, Television
- Florida Public Relations Association Judge’s Award 1995, “Clozaril® Clinic Promotion” for Manatee Glens Behavioral Health, Bradenton, FL
- ADDYs® - 23 additional Industry Awards for Print, Radio and Television creative, Sarasota, FL

### **Education:**

- University of Florida, Broadcasting/Telecommunications, College of Journalism, BS (additional studies: Psychology, Architecture)
- Continuing Online education through Lynda.com, webinars, industry seminars

### **Sense of Humor:**

- Have one