

JOHN BOOTH

WRITING | PUBLIC RELATIONS | CONTENT

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CAREER SUMMARY AND GOALS

Storytelling drives me. I take pride in my abilities to listen, learn, and write: Together, they've helped me transform technical, complex ideas and deeply personal experiences into relatable, accessible, engaging content. I've helped tell stories within the commercial vehicle industry, healthcare, finance, coatings, lottery, and nonprofits, and I remain as curious as ever to discover more.

My agency role included generating editorial, marketing, and advertising copy ranging from 25-character push notifications to magazine bylines on behalf of subject matter experts. I've managed social media, scripted video content, helped shape CRM email journeys, and contributed to the development of digital games in loyalty programs.

WORK HISTORY

Marcus Thomas LLC
02/2022

EDITORIAL CONTENT LEAD

Advancement responsibilities included:

- Copywriting email and web content for pharmaceutical lead nurturing consumer journey
- Writing copy and integrating SEO into healthcare provider website pages
- Providing donor/foundation collateral writing
- Crafting social media posts for hand tools brand
- Copywriting bi-monthly newsletters, promotional emails, push notifications, and text messages for lottery customer loyalty programs
- Pitching B2B trade articles and shepherding them through writing, editing, and placement

Client sampling: Akron Children's Hospital; Akron Children's Hospital Foundation; Dexcom; Stanley Black & Decker; Ohio Lottery; Washington Lottery; CrossCountry Mortgage

Public Relations Society of America 2023 Bronze Anvil Award – Media Relations, Business to Business

PRSA Greater Cleveland Chapter Gold Rocks Awards (2022, 2023, 2024) – Media Relations, Trade

Marcus Thomas LLC
05/2017

CONTENT SPECIALIST, PUBLIC RELATIONS

Advancement responsibilities included:

- Copywriting case studies for global protective and marine coatings client
- Crafting web content sharing financial insights for consumer banking customers
- Creating web page copy for brands within global cabinetry company
- Coordinating and executing non-profit media relations, including press releases, media pitching, and press event planning for the unveiling of a new community center.
- Developing content for non-profit website refresh
- Copywriting CRM email content and advertising copy for home energy provider
- Scripting video supporting financial institution's community involvement

Client sampling: Sherwin-Williams; The LGBT Community Center of Greater Cleveland; Lifebanc; Cabinetworks Group; FirstEnergy; KeyBank

Marcus Thomas LLC
02/2011

SENIOR ACCOUNT EXECUTIVE, PUBLIC RELATIONS

- Planned and executed editorial outreach, media coordination, and trade show support
- Drafted press releases – including technical tips and customer success stories – and expert-source bylines
- Oversaw B2B client social media channels , creating and scheduling content as well as providing regular reports on engagement and other data
- Handled quarterly editorial analysis reporting, insights, and client recommendations
- Pitched and placed B2B articles in trade publications

Client sampling: Bendix Commercial Vehicle Systems; Swagelok; Freightliner Custom Chassis; Volvo Trucks North America

PRSA Greater Cleveland Chapter Gold Rocks Awards 2013 – Media Relations, Trade

Journalist / Editor

Reporter/columnist: *Crain's Cleveland Business, The (Massillon) Independent, The (Warren) Tribune-Chronicle*

Business journalism: *Waste & Recycling News, Auto Care Week*

Magazine/feature writing: *Tribune Co., The Orlando Sentinel, The (Canton) Repository, ToyFare magazine, Filmfax magazine*

Blogging/commentary: *WIRED.com / GeekDad, American Public Media, National Public Radio*

Advertorial: *WIRED magazine*

Tabletop game editing and playtesting: *Forge of Ice*

EDUCATION

Bowling Green State University

B.S., MAGAZINE JOURNALISM

Bowling Green, Ohio

SKILLS

Words and stories matter to me: I've been fortunate to regularly write for fun and work, **learning voices, sharing expertise, and connecting clients with their audiences**. Every project and new undertaking has presented a different challenge and provided a new opportunity to sharpen my skills and increase my knowledge. I've earned a reputation for turning in **inspired, effective, and clean copy while meeting tight deadlines**.

Working with a range of B2B and B2C clients at Marcus Thomas, I **adapted quickly to various brand tones**, and wrote **content to fit unique marketing and communications pillars**, from spotlighting technical expertise and highlighting product promotions to positioning as an employer of choice. I've created **content for diverse audiences** and crafted messages toward a range of goals. I **collaborated with teams from Creative, UX, Digital, CRM/Email, Web/App Development, Media, and Public Relations** on both internal and external projects.