

BRIEN J. MCHUGH
COMMUNICATION DIRECTOR

Education/Professional Development

University of St. Francis, Joliet, Illinois

- Masters of Science in Management, *with Academic Distinction* May, 2000.

Marquette University, Milwaukee, Wisconsin

- Bachelor of Arts in Speech/Communication May, 1978.
- Minor concentration in advertising.

University of St. Francis, Joliet, Illinois

- TDEV 701-Teaching in Higher Education, TDEV 707-Exploring Creative Classroom Strategies, TDEV 711-Setting Standards and Measurements for Grading, & TDEV 713-Preparing to Teach Online

Lewis University, Romeoville, Illinois

- Digital Storytelling and Advanced PowerPoint, May, 2006.

National Resource Center for the Healing of Racism, Battle Creek, Michigan

- Certificate of Participation, Healing Racism Seminar, July, 2006.

Professional Experience

Director of Communications, CenterPoint Institute, Mokena, Illinois

- Designed, edited, and/or wrote monographs and guides.
- Designed, edited, and/or wrote two interactive CD-ROMs.
- Created marketing materials for a variety of clients.
- Generated sponsorship revenue of \$50,000 for academic conference.

Director of Marketing, Rialto Square Theatre, Joliet, Illinois

- Conceived and executed marketing plans for a diverse array of artists.
- Led theater to \$85,000 profit in fiscal 1999.
- Public Relations contact for local, regional and national media.
- Nurtured promotional partnerships with a wide range of media and corporate entities.

Marketing Specialist, Empress River Casino Corporation, Joliet, Illinois

- Managing Editor of 16 page color, glossy customer news magazine.
- Advertising generalist with review and decision making authority.
- Writer and producer of group sales and customer videos and broadcast commercials.
- Developed expertise in Quark, Photoshop, Corel, and most word processing programs.

Marketing Officer, First National Bancorp, Joliet, Illinois

- Marketed the implementation of new automatic teller machine (ATM) network, new 24-hour telephone banking system, and new supermarket bank branches.
- Helped Bancorp achieve record growth in 1990, 1991, 1992, and 1993.

Production Director/Chief Copywriter, WUSN (US99), First Media Corp., Chicago, Illinois

Chief Copywriter and Assistant Production Director, WFYR-FM, RKO General Corp., Chicago, Illinois

Production Director/Announcer/Copywriter/Assistant News Director, WBYG-FM, Kankakee, Illinois

Professional Honors

- Delta Mu Delta National Business Honor Society, 2000.
- Excellence Award, Joliet Chamber Of Commerce, 1993.
- Elected to Marketing Officer, First National Bancorp, 1991.
- Winner, Radio Broadcasters of Chicago *Windy Awards*, 1985.
- Finalist, National Radio Broadcasters *Clio Awards*, 1983.
- Finalist, Radio Broadcasters of Chicago *Windy Awards*, 1982.

Areas of Expertise

- Speech Communication/Public Speaking
- Marketing
- Public Relations
- Media Research
- Radio Broadcasting
- Audio-Visual