

Kerry T. Gleason

Edgewater, Colorado

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SUMMARY

An experienced and energetic senior marketing, branding, and public relations strategist. Creative writer and team leader providing ideation services for product launches, brand identity building and professional problem solving. Skilled in managing projects and working closely with C-Suite and mid-level management to create and maintain results-oriented branding and marketing. Professional, reliable, and self-motivated.

SKILLS, TOOLS, & METHODOLOGIES

- Photography
- Blog Content Development
- Brand Identity Building
- Brand Management
- Customer Service
- Digital Marketing
- Event Management
- Graphic Design
- Internet Marketing
- Inventor
- Journalism
- MailChimp, Constant Contact
- Newsletters
- Press Release Writing
- Project Management
- Public Relations
- Public Speaker/Lecturer
- Published Author
- Scripting, Radio and Television Commercials
- Screenwriting
- Self Publishing
- SEO
- Social Media
- Software – Office, Photoshop, Gimp, Final Draft, Fade In, Adobe Creative Suite, QuarkXPress
- Sportswriting
- Team Leadership
- Video – Directing
- Video – Editing
- Zoom

PROFESSIONAL EXPERIENCE

Inspiration Point Productions, LLC (Denver, CO)June 2011 - Present
Author, Producer, and Screenwriter

- ♦ Developed and produced entertaining and inspirational mass-audience books, film screenplays, television and streaming media projects, online game concepts and photography.
- ♦ Author of four published novels:
 - *Warriors at the Gate* (horror, 2012) Fr. Francis Vindicare, retired from the rite of exorcism, is ordered back into the fray to defend against spiritual warfare in the present-day world.
 - *Heaven Ride, Book 1: Sojourn of Souls* (Technothriller, 2014) – Two best friends, David and JW, discover secrets of the human soul and invent a means to send people to heaven and bring them back without the prerequisite death. Evil-doers plot to steal the technology for insidious purposes, and the protagonists are victimized by the biggest conspiracy ever perpetrated..
 - *Heaven Ride, Book 2: Blood Red* (Technothriller, 2019) – David and JW must find a series of clues that will help them thwart the thieves and save the world from a deadly flaw inherent in *Heaven Ride*... but with a bullseye on their backs. David's former mentor, Thomas Steinman, resorts to devious tactics to try and stop them as *Heaven Ride* becomes a geo-political pawn.
 - *Heaven Ride, Book 3: Kill Time* (technothriller, 2022) – David and JW are enlisted by a rogue force to retrieve *Heaven Ride* from Russian scientists in the deadly finale of this five-star thriller series.
- ♦ Screenwriter for four screenplays:
 - *DOUGLASS: The North Star*, (historical biography, Frederick Douglass) – Winner for Best Screenplay at the Buffalo-Niagara Film Festival; Sold option to Code Entertainment of Los Angeles in 2015; Because of the scale of important event in his life, more than 20 rewrites were requested from 2015-2017; Option terminated 2017. Converted to series for network or streaming television, 2022. Scheduled pitches at 2023 SeriesFest in Denver and for Wondaland Pictures in May, 2023.
 - *MACHINE: Marvin Heemeyer Vs. Granby, Colorado* (drama, 2022) – Action-packed psychological drama based on real-life events about master welder Heemeyer. After disputes with town fathers, he armors a bulldozer in 2004 and levels the city of Granby, Colo.
 - *THE BIG HOUSE*, (drama, 2018) – A prison escape from Ossining. A wedding gathering across the Hudson in West Camp. The unexpected wedding guest does not arrive entirely by accident in this chilling tale of revenge.
 - *THE FEENEY LUCK*. (romantic comedy, 2002. Updated, 2019) Kevin Feeney is the unluckiest man in the world, by his account. To win the hand of the woman he loves, he must find a way to erase a generations-old

Kerry T. Gleason

- hereditary curse enacted by Irish witches.
- ◆ Author: Short stories published in the anthology “Scraping the Red Sky” (2014) and Amazon Books.
- ◆ Screenwriter: YouTube Shorts series
 - FIREPLACE THEATRE, (comedy, 2023) – Teleplays, with production estimated for June 2023. A bumbling amateur videographer who makes calming fireplace videos blunders with the use of the mute button, revealing embarrassing personal and family secrets, opinions and desires with each video he creates.
- ◆ Professional Lectures, Frederick Douglass:
 - City of Rochester, N.Y.
 - Douglas County Library
 - Blair-Caldwell Library for African-American Research
 - Denver Press Club
- ◆ Casino Game Development: COLORADO STUD (2016-2017)
 - A card game for 2-6 players
 - Casino table game invention and design; Oversaw odds and probability study by casino game mathematics professor at the University of Utah; drafted patent application. Developed protocol for online gaming.
- ◆ News Coverage:
 - Featured: WROC-TV News, Extraordinary People (January 20, 2016) Story by Maureen McGuire.
<https://www.rochesterfirst.com/news/extraordinary-people-kerry-gleason/>
 - Interview: WHAM Radio 10-minute interview with Beth Adams and various nationally syndicated radio interviews (2009-2019)
- ◆ Ongoing Projects:
 - ◆ Author
 - The Giant & The Tiger (biography) The unlikely friendship between fiery John McGraw and fun-loving Hughie Jennings changed the game of baseball, as Hall of Fame players and managers.
 - ◆ Screenwriter
 - Rock on the Rocks (documentary) The History of Red Rocks Amphitheater. Extensive research into the extraordinary life of John Brisben Walker, the discoverer, the construction by the CCC and the musicians who played at the world’s greatest outdoor music venue.

Parkwood Homes, LLC (Central Park (Stapleton), CO) October, 2020 – January, 2023
Brand and Warranty Representative

- Act as liaison between builders, home owners, and vendors; while maintaining the corporate image.
- Responsible for project management for each stage in home warranties.
- Troubleshoot complex post-construction issues.

Olson’s Greenhouses/ProGro Associates (Denver, CO)..... April, 2017 – September, 2019
Botanical Marketing and Area Manager

- In-store marketing, setting displays, and tracking market trends.
- Train, manage and incentivize a team of merchandisers and store personnel in 11 area retail stores.
- Propelled sales 40% in retail garden centers.

Home Depot (Denver, CO)..... September, 2012 – April, 2017
Hardware, Garden, and Paint Associate

- Maintain various department displays for in-store marketing based on consumer behavior.
- Provide customer service and information to increase sales to record levels.

Kerry T. Gleason

Aramark Sports & Entertainment (Denver, CO).....February, 2010 – January, 2013
Supervisor

- Manage food service concessions at various sporting events, while promoting the brand of both the food vendor and venues (Coors Field, 1stBank Center, Dick's Sporting Goods Park).
- Supervise employees while training and encouraging them to uphold Coors Field rules for food safety and personal behavior

AdWorks International (Rochester, NY and Denver, CO)..... February, 1994 – March, 2014
President

- Forge success and profitability for U.S.-based and international clientele.
- Manage 125 growth-stage client accounts using brilliant and creative customer service techniques.
- Write effective promotional scripts for radio and more than 200 television commercial marketing.
- Innovate internet marketing strategies and tactics through features, email and newsletters leading to direct sales.
- Establish and maintain internet marketing using identity creation and graphic design for clientele. Develop apps for Catering Calculators™, NY Newswire press release distribution
- Develop superior knowledge and expertise of client products and services, competitive research and business trends for more than three dozen industries
- Facilitate sponsorships and government permits as needed.

Hill and Knowlton Public Relations (July 1990 – June 1991, Rochester, N.Y.)
Account Group Supervisor

- ♦ Strategized and executed elements for national and international clients: Eastman Kodak Co., Bausch & Lomb
- ♦ Executed product launches for Kodak Copiers, Crisis Management for Kodak/Polaroid lawsuit and B&L Environmental

ICE Communications (November 1998 – June 1991, Rochester, N.Y.)
Public Relations Group Supervisor, Interim Department Manager

- ♦ Business Development for Professional, Personal and International Divisions of Bausch & Lomb, Eastman Kodak and new clients.

D.J. Storch and Associates (August 1997 – November 1998, Springfield, NJ. / NYC market)
Account Group Supervisor

- ♦ Strategized and executed elements for national and international clients: J&J Contact Lens Division, LifeCodes, Ciba-Geigy
- ♦ Executed most successful marketing campaign for a product launch in the contact lens industry

Middleberg – Middleton (January 1997 – August 1997)
Senior Account Executive

- ♦ Public relations for resort properties and high-technology devices.

Burson-Marsteller (January 1994 – January 1997, Cleveland, Ohio & New York City, N.Y.)
Senior Account Executive

- ♦ Strategize and execute elements for national and international clients: Wendy's "Where's the Beef?", GE, AT&T
- ♦ Energize B-M's new Sports Marketing Group, counseling and implementing campaigns for AT&T, International Olympic Committee, Australian Festival of Sport, World University Games, America's Cup entry AMERICA II

Kerry T. Gleason

American Lung Association – Finger Lakes Region (July 1982 – January 1984, Rochester, N.Y.)

Public Relations and Development Director

- ◆ Conceptualized innovative and unique promotional concepts for ALA Christmas Seals in an 11-county region
- ◆ Fashioned a complex PR plan for the ALA Freedom from Smoking Hotline, the nation's first interactive telephone counseling service for smoking cessation, in conjunction with the University of Rochester Psychology Department
- ◆ Developed new and existing fundraising programs

JOURNALISM AND FREELANCE WRITING

- 20/20 Magazine
- American Photographer
- Better Homes & Gardens
- Bylined Books
- Contact Lens Forum
- EyeCare Business
- Shout! Magazine
- The News (Paterson, NJ)
- United Press International
- YouTube videos

CERTIFICATES AND EDUCATION

Awards

Best Screenplay, Buffalo-Niagara Film Festival

ISIS Award, Best Product Launch, International Association of Business Communication

Silver Anvil, Midwest PRSA

Mark of Excellence Awards, Society of Professional Journalists (SPJ/SDX) -- Best Spot News, Best Graphics

Certificate of Achievement, SPJ/SDX

Honorable Mention, Sports Illustrated International Paper Sportswriting Contest

Master Gardener, certificate, University of Florida

Education

St. Bonaventure University

- B.A. Jandoli School of Mass Communication & Journalism
- Secondary Concentration: English Literature

Walden University

- Marketing M.B.A.

AFFILIATIONS

- Denver Press Club
 - Society for American Baseball Research
 - Past Board Directorships: Colorado Film & Video Association, Better Contractors Bureau, ALS Association
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