

JOHN M. DEMARCO

Content Creator & Strategist

Contact

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Education

Master of Divinity
Asbury Theological Seminary

Bachelor of Science
Communications
Florida State University

Skills

Book manuscripts
Book jacket copy
Blogs
Branding strategy & visuals
Canva
Coaching
Consulting
Content strategy
Core competency framework content
Core messaging
Data analysis
Development assessment content
Facilitation
Generative AI
Human Centered Design
Instructional design
Internal communications
Interviewing
Marketing copy
MURAL
News and feature articles
Podcast scripts & hosting
PowerPoint
Presentations
Press releases
Program management
Resumes
Screenplays
SharePoint
Slack channel content creation & management
Social media marketing
Storyboards
Storytelling
Surveys
Video scripts & production oversight
Web-based training scripts
Website content creation & management
WordPress



John M. DeMarco 101

I'm a professional content creator and strategist with more than 30 years of experience across a wide variety of mediums. My clients represent a broad variety of industries, with the majority being in technology, healthcare, media, and higher education. I'm currently exploring how synergies between human content creators and AI content creation can offer clients a sum greater than the parts. Visit my website (www.johnmichaeldemarco.com) to learn more about my content services and rates.

Professional Highlights

PROGRAM MANAGEMENT 2007 -
T-MOBILE US | BELLEVUE WA (REMOTE)

- Program management, data-driven content creation, instructional design, and internal communications for core competency framework integrated across a 70,000-employee organization that has been the fastest growing wireless company since 2013.
- Creation of competency framework-related tools, including digital-first website; Slack channel; social media marketing; videos; podcasts; people leader toolkits; coaching guides; interviewing guides; branding visuals; e-cards; core messaging; presentations; web-based and virtual training; surveys; development assessments, and individual development planning.
- Ongoing content iteration based on data analysis, stakeholder input, best practice research, and Human Centered Design approaches.
- Consulting with other program and website owners to ensure consistent messaging and positioning of competency framework across the company.
- Competency framework successfully integrated into company culture, development programs, and career development tools.

FREELANCE CONTENT CREATION & STRATEGY 1997-
JOHN M. DEMARCO | NASHVILLE TN (REMOTE)

- Content creation for business, non-profit, and higher education institutions, including core messaging, presentations, virtual training, book jacket copy, website copy, and press releases.
- Creation, iteration, and marketing of personal business website for 19 years, including e-commerce, blogs, and video content.
- Author of three books available on Amazon.

PROGRAM MANAGEMENT 2005 - 2007
HEALTH FIRST | ROCKLEDGE FL (ON SITE)

- Program management, content creation, instructional design, training delivery, and internal communications for leadership development and mentoring programs across a 5,000-employee hospital, clinic, and health insurance organization.
- Created video scripts and press releases for organization's marketing department.

FINANCIAL ADVISING & PUBLIC SPEAKING 2003 - 2005
MORGAN STANLEY | INDIALANTIC FL (ON SITE)

- Designed and executed unique public speaking strategy across the community to gain exposure and meet potential investment clients.
- Converted several million dollars of non-revenue producing accounts into managed portfolios earning higher yields.

FULL-TIME JOURNALISM 1991 - 1997

- Five years as a full-time newspaper reporter, covering local and state government, business, and community events and interests.
- Two years as an assistant editor of a trade magazine focused on the music and publishing industries, writing articles while managing freelance writers.