

# TOM CRAIN

69 S Maple St, Akron, OH 44302

phone: 330.577.5680 e-mail: tecrain@goinggreenguy.com

## PROFILE

---

- Strategic copywriter for electronic and print media.
- 20+ years experience in publishing, marketing communications and customer relations.
- Creative, out-of-the-box idea generator.
- Coordinator of public-private partnerships and community events.
- Ability to accomplish goals in a variety of work environments and teams.  
Proven track record in increasing sales and customer base.
- Specialist in sustainability and green marketing.

## PROFESSIONAL EXPERIENCE

---

### *Marketing Director, The NEOhaus Institute (2009-present)*

- Direct promotions for green builders and suppliers consortium.
- Coordinate monthly public meetings and workshops on Eco living.
- Direct Ecowalk and Ecovillage Exhibit!@Akron Home & Flower Show community events.
- Write grants for neighborhood revitalization projects.
- Manage marketing communications and public relations program for ecovillage.

### *President, Goin' Green Guy (2008-present)*

- Copywriter for green industry B2B publications.
- Copywriter for online content websites.
- Design and copyedit websites for small businesses, associations and organizations.
- Coordinate social media campaigns for small businesses, associations and organizations.

### *Editor & Marketing Specialist, Conklin Co. (2006-2008)*

- Editor of *Vision*, in-house employee magazine.
- Marketing team communications consultant.
- Editor of employee newsletter.

### *Publisher, Epicenter Business News and President, Media Inroads (2002-2006)*

- Publisher and Editor-in-Chief, *Epicenter Business News*, start-up geo-specific business publication for Twin Cities southwest metro area.
- Also included Media Inroads division, marketing communications fulfillment for clients including copywriting, web content and promotions.

*Marketing Specialist, Carlson Companies (1999-2002)*

- Wrote and edited travel destination profiles and sales collateral for Carlson Wagonlit's Destination Points section of the Mercavia travel agent Intranet site. Performed direct sales for destination participation.
- Developed content for KATS, new travel agent incentive program for Kenya Tourism Board.
- Conducted marketing program for America's Heartland, a regional marketing collective of five U.S. states.

*Account Executive, Hiebel & Associates (1997-1999)*

- Designed and wrote the Barbados Qualified Travel Consultant's program workbook, travel agent quarterly newsletter and specialty niche sales modules.
- Wrote news releases for the Precision Manufacturing Association, various industrial manufacturers, business and natural history publishers, state agencies and travel destinations and services.

**RELATED EXPERIENCE**

---

- Senior Media Relations Coordinator, Minnesota Office of Tourism and Minnesota Trade Office
- Site Director, Minneapolis Public Schools' Community Education. Director of Community School and Coordinator of Advisory and Senior Citizens councils. Supervised four office staff.
- Talent, Media Play's holiday 60-second national commercial "Morphed Heads"
- Park Ranger, National Park Service, Fort Clatsop, Oregon

**EDUCATION**

---

*BA- Journalism & BA-Mass Communications, University of Minnesota*  
*MA-Community Education, University of St. Thomas*

**PROFESSIONAL AFFILIATIONS & INTERESTS**

---

*Task Force, US Green Builders Council, Akron-Canton Chapter*  
*Member and Social Media Chair, Akron Homebuilders Association*  
*Member, American Society of Business Publication Editors*  
*Volunteer Foster Family, Cleveland Animal Protection League*  
*Bicycle Commuter, Distance Runner, Community Gardener*