

WILLIAM H. HOBBS

OBJECTIVE: I am seeking a full-time, part-time or contract position with significant responsibility to apply my extensive experience in journalism, media relations and social media to enhance the communications and mission of an organization or company that I believe in. I am open to a vendor-client relationship as an alternative to full-time or part-time employment.

PROFILE: I am an experienced media professional with a bachelor's degree in mass communication from Abilene Christian University (August 1987) and 27 years of combined experience in journalism (writing and editing), media relations and online/social media. I have written for a wide variety of publications and have worked in public/media relations for a variety of clients, including three years in a university marketing and communications office. with a demonstrated track record of success.

I have the education, experience, skills and motivation to help your organization's communications efforts through writing, editing, web and social media. I have a versatile media communications and public relations skill set.

SKILLS SUMMARY: Media relations, writing and editing, social media, digital photography and photo editing, website construction and management, communications strategy. Significant contacts in state government and politics, media, and public relations.

PROFESSIONAL EXPERIENCE: Writing, editing for newspapers, magazines, books and web sites. Development and implementation of integrated communications strategies involving traditional media relations and the web/social media. Media relations, combining traditional media and social media, for a long list of clients and employers that include a large private university, a statewide political organization, retail businesses, Fortune 500 clients, Washington DC "strategic communications" firms, and political campaigns.

EMPLOYMENT

Self-Employed Since June 2009

I do media relations, writing, editing, research and consulting for a variety of clients in business and politics, and also provide web, social media and photography services. My photography can be viewed at www.billhobbs.com.

Tennessee Republican Party November 2007 through May 2009

I was Director of Communications for the Tennessee Republican Party during the 2008 election cycle. I developed the party's first significant social media presence and used social media to communicate with constituents and the media, in addition to handling all of the traditional media relations including writing and distributing press releases, arranging press interviews, making TV and radio appearances, arranging TV and radio appearances for other organization officials, and coaching candidates on media relations and social media I networked the party with the state's large community of political blogs and online activists and used social media to push stories into the traditional media, to counteract stories in the traditional media, or route around the traditional media as required. I developed websites for the TRP for the 2008 campaign, including an issues-oriented website and the party's "Tennessee Victory '08" site. I developed a campaign website template for use by state legislative candidates, saving them time and financial resources, resulting in candidates having higher quality websites while saving tens of thousands of dollars across the campaigns.

Belmont University January 2003 through April 2006

I was a media relations specialist and "blogging coach" in the office of University Marketing & Communications. I revamped the University's approach to media relations, applying more targeted methods and innovative use of blogs and generating a large increase in the university's positive media coverage.

I implemented an online media-driven effort that raised the online profile of Belmont University's Center for Entrepreneurship and its entrepreneurship major using a faculty-authored blog by Dr. Jeff Cornwall, *The Entrepreneurial Mind* (drjeffcornwall.com). The blog drew and continues to draw significant web traffic and resulted in several posts published as op-eds in the *Nashville Business Journal*, and ensured the entrepreneurship program a high profile online and in the media.

I organized the May 2005 BlogNashville conference in conjunction with the Media Bloggers Association, which brought approximately 300 bloggers and journalists from around the country to Nashville for a three-day conference on blogging and journalism, an event that garnered national news media coverage and raised Belmont University's profile.

I rebuilt Belmont's news website and created the university's first electronic news and press release archive, wrote press releases and successfully pitched numerous stories to local, regional, national, religious and niche media; fielded press calls, arranged interviews, edited and placed faculty-written op-eds in local newspapers and wrote for the alumni magazine and various university marketing publications.

WILLIAM H. HOBBS

Freelance Writer and Media Consultant October 1993 through January 2003

I have completed an extensive variety of research, writing, and media and online/social media consulting projects for a large number of corporate and media clients, including: writing and editing for numerous electronic and print publications, editing three business book manuscripts, writing copy for two comprehensive guides to Nashville published by the Nashville Area Chamber of Commerce, contributed to two reference books on country music, and served as the press aide for a mayoral candidate. During this time I also worked part-time or on a contract basis with the following publications and media companies:

NetContent Inc. September 1999 through June 2001

I helped launch this Nashville technology start-up that provided electronic news feeds and news database search tools to businesses and consumers. Oversaw creation and delivery of daily electronic news briefings for healthcare and e-commerce industry subscribers.

New Country Magazine 1994 to 1996

I was the Nashville-based contributing writer and then promoted to assistant editor for the final 14 months for a monthly entertainment magazine, *New Country*, focused on the country music industry, published by Connell Communications Inc. of Peterborough, N.H., for Time/Warner.

The Tennessean Nashville, TN, 1993-1995

I was a reporter on regional general assignments, business stories and special publications.

Nashville Business Journal September 1990 through September 1993

I was a reporter for weekly newspaper on a variety of business beats, including real estate and development, manufacturing, transportation and economic development; scored numerous "scoops" in competition against the competing daily newspapers.

The Leaf-Chronicle January 1988 through August 1990

I was a reporter covering crime, courts and general assignments for this Clarksville, TN, daily newspaper.

Avalanche-Journal September 1987 through September 1988

I was a reporter covering crime and general assignments for this Lubbock, TX, daily newspaper.

EDUCATION

Abilene Christian University 1985-1987

I earned a B.A. degree in mass communication. I was the Friday edition editor for the student newspaper during the 1986-97 school year.

David Lipscomb University 1982-1985

I studied American history and political science for three years. I served as a college intern legislative aide in the Tennessee General Assembly during the 1985 session.