

John F. Reneski Ed.D., M.B.A

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Summary Of Qualifications

- I am an experienced leader, organization development consultant, marketer and educator with a demonstrated record of leading high performance teams, building brands and managing reputations. I have strong organizational skills, intellectual curiosity, the ability to effectively balance multiple priorities, credible and effective communication skills, the proven ability to learn and absorb new information quickly, very strong analytical capabilities, and a high level of attention to detail.
- I have a doctorate in education with a specialization in educational technology. My dissertation is titled: **A Quasi-Experimental Study of Synchronous Content and Learner Sense of Community**. The purpose of this quasi-experimental, non-equivalent control-group design study was to examine and measure the impact of the opportunity to receive synchronous weekly instructor content on online students' sense of community, social connectedness, and perceived learning. The population for this study consisted of first-year undergraduate students attending a central Florida media arts university as distance learners in the fourth class of the undergraduate sequence. In this study participants either had the opportunity to attend Go To Training synchronous, videoconferences for the delivery of weekly instructor content, or they did not have the opportunity to attend the Go To Training session and only had access to asynchronous instructor content. This study differed from past studies exploring community because of the ability to provide high-definition video to facilitate the synchronous communication.

Professional Experience

Full Sail University, Winter Park FL

Course Director, November 2008 – Present

Develop and teach courses in both the Graduate and Bachelor Digital Marketing (current) and Entertainment Business Bachelor (past) programs, delivering both online and classroom curriculum and instruction. Classes include New Media Marketing Strategies and Strategic Internet Public Relations, Leadership, Mastery and Personal Development, Internet Marketing Research Strategies, Display Advertising, Digital Marketing, Web Analytics, Social Media Optimization and Excel Data Analysis and Reporting.

The content of each course is focused on solving complex marketing and business problems through analysis and conceptualization of strategies that promote competitive advantage in a diverse marketplace. Students identify opportunities and initiating actions that enable goal attainment resulting in brand amplification, enhanced reputation and increased organizational capacity.

I support Full Sail University with outreach efforts to the local community such as Orlando Philharmonic Orchestra and also on a larger scale with efforts supporting the NYC charities Comedy Cures and the Hell's Kitchen Artist Foundation. I have represented Full Sail on a global stage by being selected to participate in the Blanchard Leadership Live-cast, presenting on the topic of *Doing Still More With Less*. I developed and implemented Faculty Development courses and provide film and video expertise to the Digital Marketing programs.

Non-Full Sail Projects

Osborne Digital Media LLC, Winter Park, FL

Co-founder, September 2018 - Present

Develop and implement full service digital agency media solutions.

Jim Samuel Productions, Baltimore, Maryland

Marketing Director, August 2011 – Present

Lead the marketing and public relations efforts for Jim Samuel Productions an independent jazz recording artist. Crafted the Jim Samuel brand and marketing strategy, producing media assets and strategic alliances.

Outcome Digital LLC, Detroit, MI

Co-founder, September 2015 – 2017

Developed concept, process and content for a digital marketing focused podcast.

Seocial LLC, Toronto, Canada

Managing Director, August 2011 – 2017

Lead and guide marketing strategy and public relations efforts, including multiple end-to-end strategic, operational and technology-driven initiatives.

University of Phoenix , Orlando, Florida

Adjunct Professor, Instruction Design SME, April 2003 – January 2009

Developed Green Business Minor courses including the following: Sustainable Enterprise Management and the Compliance and Regulatory, Environment of Business. Taught the following online, and campus classes: Management Theory and Practice, Organizational Behavior, Business Ethics, Corporate Culture and Organizational Climate, Organizational Negotiations, and Capstone class - Innovation, Design & Creativity For Competitive Advantage, Strategy Development and Strategic Management: Integrated Business Concepts.

Beautiful Views, South East LLC, Oviedo, Florida

Vice President Marketing, October 2006 - November 2008

Phantom Screens Distributor for Central Florida. Directed and coordinated company sales, marketing and public relationship functions in conjunction with Phantom Mfg. (Int'l) Ltd., British Columbia, Canada in the high end custom home marketplace.

THE WALT DISNEY COMPANY®, Burbank, CA

Organization Development Consultant, September 1996 – October 2006

Delivered value added results for WDW by increasing effectiveness and efficiency of executive resources by partnering with executive clients and leading assigned projects, delivering business assessment, strategic development, strategic alignment, executive coaching, leadership development, executive decision support, global integration (process re-design), SAP implementation and change management services. Received the Disney Partner In Excellence Lifetime Achievement Award. Opened the World of Disney and the Animal Kingdom theme park. Received a personal accommodation from Michael Eisner after working on a multi-year project building synergies with A list Hollywood executives.

Promoted from operations management to organization development consultant reporting to the Director of Organizational Change and Effectiveness. Crafted and implemented the Walt Disney World, Organization Development, Technology Strategic Plan, identifying a roadmap for maximizing technology resources within the division. Designed and developed multiple Intranet sites through the application of information architecture, heuristics, applied metrics and usability testing. Provided consulting support on HRIS implementation projects by consulting to company executives on business process change, communication and training. Led change management efforts for the implementation and adaptation of the following systems: Facilitate.com and Meetingworks, electronic meeting facilitation and collaboration suites, Saba/Centra, learning management systems, Recruitmax/Taleo talent tracking system and Workbrain time recording technology. Identified business process changes required and designed and implemented training and communication plans that incorporated ISD/ADDIE design standards for learning objectives along with Kirkpatrick Measurement tools to identify sustainment and continuous improvement opportunities.

Interfaced with executive and project teams throughout the Disney enterprise including the Disney Cruise Line, Theme Parks and Resorts (Rooms, Food and Beverage and Retail), ABC and ESPN, the Disney Studio, Consumer Products, the Disney Channel, the Disney Internet Group and the International Development Group. I managed Internal technology and innovation efforts within the Organization Development department including projects focused on Knowledge Management (document management), Information Architecture, and Executive Decision Support (Groupware adaptation). Personal contributions increased departmental effectiveness and efficiency leading to enhanced client performance and satisfaction.

Service Merchandise Co., Nashville, Tennessee
Regional Manager, March 1989 – September 1996

C&H Rauch Jewelers, Lexington, Kentucky
Vice President & General Manager, November 1985 – March 1989

Best Products Company Inc., Richmond, Virginia
Regional Manager, September 1982 – November 1985

J. Solow & Sons Ltd., New York, New York
Jewelry Production Manager, July 1980 - September 1982

Education

School of Advances Studies, University of Phoenix, Phoenix, Arizona
Doctorate of Educational Leadership with a specialization in Education Technology. Candidate, ABD.
Doctor of Education, Leadership and Technology Management
(expected graduation Spring 2016)

University of Phoenix, Phoenix, Arizona
Master of Business Administration in Technology Management GPA 4.0

Full Sail University, Winter Park, FL
Bachelor of Science in Digital Cinematography

University of Phoenix, Phoenix, Arizona
Bachelor of Science in Management w/Honors

U.S Navy, Naval Science Institute, Newport, Rhode Island
First in class (academics), Graduate, Midshipman 2C

Additional Information

Skills: Research Tools: SPSS, Meetingworks (Group Facilitation/Brainstorming and Analysis software).
SaaS solutions: Survey Monkey, Survey Gizmo, SpyFu and HootSuite. **Enterprise:** Hummingbird, Vurv,
Taleo, SAP-HR Module, SQL, Test Director, Salesforce. **Report Generation:** Tableau, Business Objects,
Cognos, Crystal Reports. **Operating Systems and Productivity Tools:** Windows and Mac OS, Windows
Office, MS Project. **Creative Tools:** Davinci Resolve 17, Final Cut Pro, Screenflow, Anime Studio, and
Adobe Creative Suite including Audition, Premiere, Photoshop and more.