

JOSEPH BARNES

Twitter: @joebarnes www.linkedin.com/in/joebarnesseattle

Versatile, articulate, accomplished educator and business leader with over 30 years professional and educator experience.

Specialized experience in:

- **Digital, Emerging Media, and Social Media**
- **Principles of Market and Strategic Marketing**
- **Organizational Leadership and Communications (For-Profit, Nonprofit, and Higher Education)**
- **Business Communications,**

Personal Awards/Recognition:

- **Recipient of the Alexia Vanides IMC Teaching Award, West Virginia University.**
- Edward R. Murrow, Outstanding Local News, KOMO-TV Seattle
- Emmy® Best Local News, KOMO-TV, Seattle

Educator Experience

Ten years experience **teaching undergrad and MBA students online and in-class at:**

- Seattle University
- West Virginia University
- Southern New Hampshire University
- University of Washington

Educator Experience In Detail

- **Seattle University (2007 to present),**
 - Full-Time Contingent Faculty (2013-Present)
 - MBA: Principles of Marketing
 - MBA: Social and Digital Media, and Word of Mouth Marketing
 - MBA: Crisis Communications
 - Undergrad: Business Communications
 - Undergrad: Internet Marketing
 - Undergrad: Principles of Marketing
 - Undergrad: Introduction to Business.
 - Undergrad: Principles of Marketing (Online) scheduled for summer 2015
- **Southern New Hampshire University (Past)**
 - Team Lead overseeing 20+ Instructors
 - Marketing Strategies, Graduate Course, Online Faculty
 - Social Media, Graduate Course, Online Faculty
- **University of Washington (2005 to 2013)**
 - Marketing Management Certificate (2005 to 2013)
 - Creating Integrated Marketing Communications Plans
 - Social and Digital Media
 - Social Media Ethics
 - Advertising (Traditional and Non-traditional), including how to buy media and create strategic media plans
 - Crisis Communications

- Media Relations
 - Public Relations
 - Cause Marketing
 - Research
 - Metrics
- Certificate: International Marketing for International Professionals (Summer 2013)
 - Developed three weeks of content and also course instructor
- **West Virginia University (Past)**
 - Emerging Media (Graduate Course, Online Faculty)
 - Social Media Graduate Course, Online Faculty
 - Team lead.
- **City University of Seattle: (2006-2012)**
 - All courses online
 - Organizational Communications
 - Crisis Communications
 - COM 465: Contemporary Social Media Tools and Applications (Developed course and was instructor)
 - COM478: Integrating Social Media Marketing (Developed course and was instructor)

Evaluations

Consistent, outstanding student evaluations at all institutions.

Development And Implementation of New Courses

- Seattle University, Principles of Marketing, new online course, summer 2015
- Seattle University: Social Media Course Creation (Graduate and Undergrad).
- City University of Seattle: Development of COM 465: Contemporary Social Media Tools and Applications (Developed course and was instructor)
- City University of Seattle: COM478: Integrating Social Media Marketing (Developed course and was instructor)
- West Virginia University: Revisions and updating to JR101: Mass Communications
- West Virginia University: Complete Revision to IMC 619, Emerging Media

Speaking Engagements

- West Virginia University, Invited Conference Speaker, INTEGRATE 2014, Nudging Your Way to Persuasion, May 2014.
- West Virginia University, Invited Conference Speaker, INTEGRATE 2013, Marketing Ethics. May 2013.
- West Virginia University, Invited Presentation to Faculty, Social Media and Marketing Ethics Trends, May 2013.
- Seattle University, Speaker, Leveraging LinkedIn, November 2013.
- City University of Seattle, Seminar, Leveraging Social/Digital Media for Educators and Psychologists, October 2012.
- Seattle University, Faculty presentation, Leveraging social/digital media for educators. 2012.
- Puget Sound Chapter American Marketing Association, Speaker, A New Way to Look at CRM. 2012.
- American Camping Association, Los Angeles/Hawaii, Keynote Speaker, Leveraging Social Media, 2009.
- Northwest Development Officers Association, Speaker, Funding Your Way to Success Through Social Media, 2010 and 2011.
- Girl Scouts of America, Speaker, Leveraging Social Media. 2010.

- Public Relations Society of America, Seattle Chapter, Speaker. Leveraging Social Media and How To Create Powerful Videos for Under \$100. 2009 and 2010.
- Marketing Communications Executives International, Seattle Chapter. Speaker. 2006.

Published Works

“Social Media Ethics Made Easy,” textbook published by Business Express Press.

<http://businessexpertpress.com/books/social-media-ethics-made-easy-how-comply-ftc-guidelines>

Media Interviews

Social Media Tips for Grads, Published in “Flip The Media,” June 2014. Social Media Tips for Grads

<http://flipthemedia.com/2013/06/joe-barnes-social-media-tips-for-grads/>

Tweet First, Cook Later, Published in Seattle Met Magazine, March 2012. Expert comments as an instructor at Seattle University.

<http://www.seattlemet.com/eat-and-drink/articles/seattle-restaurants-online-presence-april-2012>

Special Education And Training

- COPE Training (Center for Online Professional Education), Seattle University, 2014/2015.
- QM – Quality Matters, Certificate of Completion for successful completion of Applying the QM Rubric (APPQMR) July 1, 2014. Quality Matters (QM) is a nationally recognized, faculty-centered, peer review process designed to certify the quality of online courses and online components. Colleges and universities across and beyond the U.S. use the tools in developing, maintaining and reviewing their online courses and in training their faculty. The **Quality Matters Rubric** has become the most widely used set of standards for the design of online and blended courses at the college level. Today, more than 700 colleges and universities subscribe to the non-profit Quality Matters. <https://www.qualitymatters.org/higher-education-program>
- FERPA Training
- Sexual Harassment Training
- Title IX Training
- Plagiarism training, Seattle University, March 18, 2014
- Process for improving online learning, West Virginia University, March 19, 2014

Trained In the Following Learning Platforms

- Blackboard 9
- eCollege
- Canvas
- Angel
- Talisma

Professional Associations

- Past Board member, Marketing Communications Executives International, Seattle Chapter
- Member, American Marketing Association, Puget Sound Chapter.
- Former Member, Northwest Science Writers Association.
- Former Member, Northwest Development Officers Association.
- Former Member, Radio Television News Director’s Association.

Community Involvement

- Advisor, Marketing Club, Seattle University. Now a chapter of the American Marketing Association.
- Former Advisory board member, Bellevue Community College General Business and Marketing Management Program.

- Former Advisory Board member, University of Washington, Marketing for International Professionals Certificate Program.
- Former Advisory Board Member, University of Washington, Marketing Certificate Program.
- Quoted in book "Victory in Our Schools," by former Seattle School Superintendent John Stanford.
- Quoted in book "Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick."
- Volunteer, Junior Achievement, 2013.
- Member & Guest Speaker, NDOA: Northwest Development Officers Association

Expertise

- Marketing Strategies
- Social, Digital, Mobile Media Marketing
- Emerging Media Marketing
- Social, Digital, Mobile Media Ethics
- Brand management, positioning and development
- Cause Marketing
- Media Relations
- Crisis Communications
- Advertising and Public Relations
- Corporate Communications, Government Relations, Public Affairs, and Corporate Social Responsibility
- Marketing Research and Audience Insights
- Consumer Behavior and Consumer Trends
- Creative Strategy & Execution
- Healthcare Marketing
- Nonprofit Marketing
- Digital Storytelling

KEY STRENGTHS AND ACCOMPLISHMENTS

- **Recognized as dynamic public speaker:** Featured marketing, social/digital media and public relations at national and local events including: PRSA (Public Relations Society of America), American Camping Association, NDOA (Northwest Development Officers Association), Girl Scouts of the USA, MCEI (Marketing Communications Executive International), and many more.
- **Excellent interpersonal communication and leadership skills:** Ability to work effectively with wide variety of audiences and constituencies.
- **Strong Relationship Builder:** Gallup calls this strength (Woo) -- the ability to win people over. I enjoy the challenge of meeting new people, getting to know them, and building relationships.
- **Out of the box thinker who is known to inspire teams to come up with innovative solutions and ideas to achieve results:** Strong track record in looking at challenges in unique ways to see solutions and ideas many others don't see. The Gallup StrengthsFinder defines this strength as a "strategic theme," that enables some leaders to "sort through the clutter and find the best route. It's a distinct way of thinking.
- **Collaborative leader, who creates, builds and maintains ongoing alliances and partnerships:** Track record for consistently exceeding personal and team performance goals, building dynamic teams, and developing strong organizational processes and systems. Strengths in talent management with ability to recruit, train, mentor and retain *high performance* staff. Known as "the coach" by some and one who can "bring out the best" in his staff.
- **Excellent writing skills:** Published business related articles on-line and have been quoted in two books.

- **Solid academic credentials** with a Masters Degree in Speech, a BA in Communications, an AA degree, and a certificate in Leadership Training from The Pacific Institute.
- **Highly developed financial resources and management skills:** Analytical problem-solver, with keen attention to detail. Experienced in overall financial management and accounting; credit and risk management; budget development and expense management; business development; accurate budget forecasting; management of business and retail sale.

EDUCATION

- **PhD Level Graduate Courses**, Washington State University, Education Leadership
- **Masters Degree in Speech Communications**, California University at Hayward. (!978)
- **Bachelor of Arts, Communications**, California State University Sacramento (1972)
- **Alumni**, St. John's University, New York
- **Alumni**, Fordham University, New York
- **A.A. Degree**, Diablo Valley College, Pleasant Hill, CA
- **Certified Leadership Trainer & Facilitator**, The Pacific Institute, <http://www.pac-inst.com>

PROFESSIONAL INDUSTRY EXPERIENCE

Seattle University (2007 to present),

- Full-Time Faculty (2013-Present)
- MBA: Principles of Marketing
- MBA: Social and Digital Media, and Word of Mouth Marketing
- MBA: Crisis Communications
- Undergrad: Business Communications
- Undergrad: Internet Marketing
- Undergrad: Principles of Marketing
- Undergrad: Introduction to Business.
- Undergrad: Principles of Marketing (Online) scheduled for summer 2015

DIGITAL3000.NET

2009 TO PRESENT

Principal and Chief Creative Officer

Consultant and trainer for businesses nationwide in strategic marketing, social/digital media, and revenue generation. Clients include or have included (partial list)

- Port of Seattle
- Salinas Valley Memorial Healthcare System
- Scipps Howard Broadcast System
- KOMO-TV Seattle
- KATU-TV Seattle
- KREM-TV Spokane
- KLAS-TV Las Vegas
- WBBM-TV Chicago
- KTTV (Fox) Los Angeles
- KPIX-TV San Francisco
- WFSB-TV Hartford
- WINK-TV Ft. Myers
- KNXV-TV Phoenix
- KTUL-TV Tulsa

GIRL SCOUTS OF WESTERN WASHINGTON, Seattle

2008-2011

Chief Marketing and Development Officer

Recruited by Waldron & Company to bring together marketing/public relations, fund development and product sales into one division, train and mentor staff, build brand understanding, increase media coverage, increase donations and increase multi-million dollar product sales, and bring a digital social media strategy and execution to the division. Have brought in new staff, trained and developed staff, have exceeded product sales goals, membership in Girl Scouts has increased annually, brand awareness and brand understanding are up, and we have launched an aggressive social media and digital strategy. Have provided leadership, hired and managed a cohesive team, developed new revenue sources, launched new programs, built infrastructure, and developed long and short term strategic planning. Recognized as “***a change agent***” who consistently pursued improvements to structure, staff, morale and the performance and financial growth of the division.

FUN4KIDS

2003-2015

Managing Partner

Online store that sells kids party supplies worldwide. One of E-Bay’s top ranked and top grossing stores in business since 2003. <http://stores.ebay.com/Fun-4-Kids-Store>
Second store: <http://amzn.to/1pKlf85>

STORYTELLER COMMUNICATIONS

2001 to 2011

Partner & Vice President

Team produced gala shows two consecutive years at the Museum of Flight celebrating the Personal Courage Wing and the 35th anniversary of Apollo 13. Show was produced under the largest tent in the state of Washington, 1,100 people attending, and five big screens. Year one outcome: \$1.8-million raised in one night. Year two outcome: \$2-million raised in one night.

PACIFIC SCIENCE CENTER, Seattle

2005-2008

Vice President of Marketing

- Successfully revamped the marketing, digital, and design departments.
- Launched aggressive social media initiatives including new website, e-newsletter, and new branding.
- Launched new 18-page publication (tabloid) “*Discover*” distributed to 300,000 every other month. (On ferries, in over 60 businesses, schools, libraries, in Seattle Times, etc).
- Turned around five year membership and attendance slide to be ranked in the Forbes Traveler top 25 of all museums and science centers in the USA.
- **Achieved over \$4-million of news coverage in one year.**

Q13 FOX

2003-2005

Seattle, Executive Producer, Morning News

- Responsible for all content and morning news marketing.
- Expanded news from one hour to four hours and doubled market share in key demographics.

Director of Strategic Communications and Media Relations, Washington State University

2001-2003

- Oversight for all university media relations.
- Coordinated a major statewide funding campaign with the University of Washington
- Achieved significantly greater news coverage for Washington State University

- Created new crisis communication plan and held seminars on “*How to control the media*” for the President, Provost, VP’s, Deans, and Chairs.

Vice President and News Director, KOMO-TV Seattle

1996-2001

- Responsible for all content and business operations.
- Brought the station to tie in #1 in news ratings (market share of audience).
- Achieved the Edward R. Murrow Award for outstanding news program in the country.
- Took the KOMO-TV news website from 3,000 page views a month to over 8-million a month in two years.

Chief Executive Officer, Joseph Barnes & Associates, Martinez, CA

1986-1997

- Consulted over 75 companies and trained over 200 individuals nationwide in media, marketing and business development.
- Clients included the entire Scripps Howard group, CBS, FOX, and many others.

Vice President and News Director, FOX-TV News, Los Angeles.

1989-1990

Responsible for all content and business operations.

News Director, KPIX-TV News, San Francisco

1981-1986

Responsible for all content and business operations.

News Director, KGO-TV News, San Francisco

1979-1981

Responsible for all content and business operations.

Executive News Producer, WXYZ-TV, Detroit

1978-1979

Responsible for all content.

News Director, WKBW-TV, Buffalo, New York

1976-1978

Responsible for all content and business operations.

News Producer and Writer, KGO-TV, San Francisco

1972-1976

Responsible for all content of assigned newscast.

Gallup Strengths Finder Assessment of Joe Barnes

STRATEGIC: The Strategic theme enables you to sort through the clutter and find the best route. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to see patterns where others simply see complexity. Mindful of these patterns, you play out alternative scenarios, always asking, "What if this happened? Okay, well what if this happened?" This recurring question helps you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to make selections. You discard the paths that lead nowhere. You discard the paths that lead straight into resistance. You discard the paths that lead into a fog of confusion. You cull and make selections until you

arrive at the chosen path -- your strategy. Armed with your strategy, you strike forward. This is your Strategic theme at work: "What if?" Select. Strike.

MAXIMIZER: Excellence, not average, is your measure. Taking something from below average to slightly above average takes a great deal of effort and in your opinion is not very rewarding. Transforming something strong into something superb takes just as much effort but is much more thrilling. Strengths, whether yours or someone else's, fascinate you. Like a diver after pearls, you search them out, watching for the telltale signs of a strength. A glimpse of untutored excellence, rapid learning, a skill mastered without recourse to steps -- all these are clues that a strength may be in play. And having found a strength, you feel compelled to nurture it, refine it, and stretch it toward excellence. You polish the pearl until it shines. This natural sorting of strengths means that others see you as discriminating. You choose to spend time with people who appreciate your particular strengths. Likewise, you are attracted to others who seem to have found and cultivated their own strengths. You tend to avoid those who want to fix you and make you well rounded. You don't want to spend your life bemoaning what you lack. Rather, you want to capitalize on the gifts with which you are blessed. It's more fun. It's more productive. And, counter intuitively, it is more demanding.

ARRANGER: You are a conductor. When faced with a complex situation involving many factors, you enjoy managing all of the variables, aligning and realigning them until you are sure you have arranged them in the most productive configuration possible. In your mind there is nothing special about what you are doing. You are simply trying to figure out the best way to get things done. But others, lacking this theme, will be in awe of your ability. "How can you keep so many things in your head at once?" they will ask. "How can you stay so flexible, so willing to shelve well-laid plans in favor of some brand-new configuration that has just occurred to you?" But you cannot imagine behaving in any other way. You are a shining example of effective flexibility, whether you are changing travel schedules at the last minute because a better fare has popped up or mulling over just the right combination of people and resources to accomplish a new project. From the mundane to the complex, you are always looking for the perfect configuration. Of course, you are at your best in dynamic situations. Confronted with the unexpected, some complain that plans devised with such care cannot be changed, while others take refuge in the existing rules or procedures. You don't do either. Instead, you jump into the confusion, devising new options, hunting for new paths of least resistance, and figuring out new partnerships -- because, after all, there might just be a better way.

WOO: Woo stands for winning others over. You enjoy the challenge of meeting new people and getting them to like you. Strangers are rarely intimidating to you. On the contrary, strangers can be energizing. You are drawn to them. You want to learn their names, ask them questions, and find some area of common interest so that you can strike up a conversation and build rapport. Some people shy away from starting up conversations because they worry about running out of things to say. You don't. Not only are you rarely at a loss for words; you actually enjoy initiating with strangers because you derive satisfaction from breaking the ice and making a connection. Once that connection is made, you are quite happy to wrap it up and move on. There are new people to meet, new rooms to work, new crowds to mingle in. In your world there are no strangers, only friends you haven't met yet -- lots of them.

SIGNIFICANCE: You want to be very significant in the eyes of other people. In the truest sense of the word you want to be recognized. You want to be heard. You want to stand out. You want to be known. In particular, you want to be known and appreciated for the unique strengths you bring. You feel a need to be admired as credible, professional, and successful. Likewise, you want to associate with others who are credible, professional, and successful. And if they aren't, you will push them to achieve until they are. Or you will move on. An independent spirit, you want your work to be a way of life rather than a job, and in that work you want to be given free rein, the leeway to do things your way. Your yearnings feel intense to you, and you honor those yearnings. And so your life is filled with goals, achievements, or qualifications that you crave. Whatever your focus -- and each person is distinct -- your Significance theme will keep pulling you upward, away from the mediocre toward the exceptional. It is the theme that keeps you reaching.