

John Locke  
443 North Main Street  
Penn Yan, NY 14527  
585-261-4076  
jlockewo@icloud.com  
www.johnlockesoffice.com

EDUCATION: Currently enrolled in Ph.D. program at Union Institute and University, Cincinnati, OH. Humanities and Culture with focus on Communications and Social Justice. Expected completion in January-May 2015.  
M.A. State University of New York, Empire State College at Rochester, 2004. Communications.  
B.A. State University of New York, Empire State College at Rochester, 1994. Computer Graphic Design.  
A.A. Mohegan County Community College, 1985. Liberal Arts and Humanities.

TEACHING and ACADEMIC EXPERIENCE:

6/08 – Present Director of Instructional Design and Multidisciplinary Studies, Adjunct Professor, Management and Humanities, Center for Professional Studies, Keuka College, Keuka Park, NY. Established Keuka College's office of distance education, including hiring staff, developing processes and procedures, recruiting and supporting subject matter experts in the conversion of face to face to online delivery of existing curricula. Act as liaison between traditional faculty division chairs and the Center for Professional Studies' multidisciplinary studies team. Teach marketing and communication courses for the Accelerated Studies for Adults Program, and Internet Marketing, Computer Applications, Digital Photography, and Digital Illustration in the traditional campus classroom and hybrid environments.

10/07 – 6/08 OM/MSM Program Coordinator, Adjunct Professor, Business and Management Accelerated Studies for Adults Program, Keuka College, Keuka Park, NY. Lectured and facilitated group studies in the Organizational Management Program. Recruited, evaluated and scheduled adjunct faculty. Developed and maintained course syllabi. Provided academic advice and support to students. Reviewed and recommend approval or rejection of requests for communications credit by evaluation.

2/05 – 10/07 Adjunct Instructor, Keuka College, Keuka Park, NY. Customize generic syllabi for course work in the Organizational Management undergraduate degree curricula and lecture, conduct simulations, and facilitate group discussions for various courses in the Accelerated Studies for Adults Program. Courses included Marketing, Public Speaking, Group and Organizational Dynamics, and Organizational Communication.

8/06 – 8/07 Visiting Professor of Advertising, Roy H. Park School of Communications, Ithaca College, Ithaca, NY. Taught advertising related courses in the Integrated Marketing Communications program in the Strategic Communications Department. Courses included Advertising, Ad Copywriting and Art Direction, Brand Development and Communication, and Computer Applications.

7/02 – 8/06 Adjunct Professor/Tutor, Empire State College, Rochester, NY. Designed and facilitated individual and group studies in fine arts, graphic design, computer graphic design, digital imaging, documentary and video production. Consulted with students and student advisors on communications and marketing-related degree plans. Reviewed and recommended approval or rejection of requests for marketing communications credit by evaluation.

3/99 - 8/99 Instructor, New Horizons Computer Learning Center, Rochester, NY. Instructed adult

professionals various applications including MS PowerPoint, Adobe Photoshop, and Macromedia Freehand.

- 9/95 – 5/96 Instructor, Technical Learning Center, Webster, NY. Designed computer-graphics related course material. Taught classes in Internet-related subjects and computer graphics.
- 9/95 – 5/96 Tutor, Empire State College, State University of NY. Taught study groups and individual students in graphics-related learning contracts.
- 11/91 – 6/96 Electronic Media Manager, University of Rochester Medical Center, Department of Public Relations, Rochester, NY. Member of a campus-wide committee charged with developing a standard Web presence and a strategy to achieve it. Developed and taught Introduction to the Internet and HTML composition classes.

### PROFESSIONAL EXPERIENCE

- 6/07- 10/07 Director of Marketing, Kirtas Technologies, Inc., Victor, NY. Develop and execute annual marketing plan with quarterly updates; write, design, create and produce sales and marketing collaterals, including print, video, interactive and online media; manage and supervise outsourced projects and vendors. Design and produce multimedia training programs for service and operation of hardware and software applications.
- 5/99 – 1/10 Creative Director/Co-owner, BadDog Digital Productions, Inc., Rochester, NY. A partner in an interactive design firm. Responsible for project management, copywriting, design, animation, video production, and illustration for both electronic and traditional media, print production, client services, minor accounting, sales and marketing.
- 12/03 – 2/05 Marketing Director/Web Manager/Managing Director, Bristol Valley Theater, Naples, NY. Developed and produced marketing plans, display ads, collateral materials, Web site and radio spots. Wrote and distributed press releases. Maintained the marketing budget. Managed ad placement. Managed the development and fundraising process and provided logistical support to the Artistic Director.
- 10/98 – 3/99 Creative Director, Campus Global Net, Rochester, NY. Responsible for the oversight of all creative production, Web and multimedia development. Provided illustration, animation and copywriting services as needed. Estimated production costs and managed outsourcing. Acted as consultant to sales staff and clientele.
- 6/98 - 10/98 Creative Director, BluGuru Creative Productions, Rochester, NY. One of three partners. Responsible for project management, copywriting, design, animation and illustration of both electronic and traditional media, print production, client services, minor accounting and sales.
- 6/96-6/98 Creative Director, Concentrix Corporation, Rochester, NY. Responsible for managing the Creative Services Department. Designing and developing traditional and electronic marketing, broadcast and print media, and instructional material. Interacted with clientele and account services staff. Estimated production costs. Hired and evaluated personnel. Developed all internal communications and external collateral marketing material.
- 11/91 – 6/96 Electronic Media Manager, University of Rochester Medical Center, Department of Public Relations, Rochester, NY. Designed, composed, directed photography for, and supervised production of a variety of publications, both electronic and traditional. Developed and maintained Medical Center Public Relations Web site. Department network administrator and hardware and software troubleshooter/consultant.

- 12/88 – 11/91      Owner/Art Director, Affordesign, Rochester, NY. Creative director, designer, computer graphics technician, estimator, salesman, and accountant. Clientele included WXXI, Gordon Black Corporation, Family Service of Rochester, University of Rochester, Sigma Marketing, Xerox, Wolff Associates, and Kodak.
- 10/85 – 10/89      Art Director, Monroe Reprographics, Rochester, NY. Supervised four mechanical artists/designers, four typesetters and two proofers. Interfaced with prepress department, sales staff, and clientele to assure economy and quality with respect to printed products. Responsible for scheduling production, estimating production costs, and designing publications.
- 10/80 – 10/85      Watch supervisor, Hurricane, Climatology, and Oceanography Department supervisor (83-85), US Navy, Naval Eastern Oceanography Center, Norfolk VA. Responsible for training and supervising subordinates in the collection, analysis, and dissemination of weather and oceanographic information to the 2nd and 6th Fleets. Produce graphics for tactical briefings. Received second Navy Achievement Medal for service during hurricane season '85.
- Weather Observer and Leading Petty Officer (80-83), Aerographics Department, USS Guadalcanal United States Navy. Responsible for collecting, analyzing, and displaying weather data in a graphic format for logistical briefings and flight support. Received the Navy Achievement Medal for service during tour of duty in Beirut, Lebanon.

#### MASTER'S FINAL PROJECT (THESIS)

##### “Strait Talk: Politics, Propaganda and Perceptions Across the Florida Straits”

A two-hour video documentary with companion Web site ([www.strait-talk.org](http://www.strait-talk.org)) that investigates the state of US/Cuban relations in the new millennium. Traveled to Havana, Cuba and Washington, DC to interview both Cuban and American government officials, and various pundits, including Carlos Franco Parellada, member of the Havana Provincial Assembly, Pedro Ross Leal, Secretary General of the *Central de Trabajadores de Cuba* and Kevin Whitaker, Coordinator of Cuban Affairs at the US State Department, Wayne Smith, Senior Fellow at the Center for International Policy, William Blum, author of *Rogue State*, Cuban citizens, and US students and tourists. Produced, directed, filmed and edited the entire production using a SONY MiniDV camcorder, an Apple PowerBook G4 and FinalCut Pro. The project also involved writing a reflective essay entitled, “Ten Months in Production, Forty-four Years in the Making: Reflections on the Production of *Strait Talk*,” which was published by UMI Dissertation Services, Ann Arbor, MI.

#### BOOKS, ARTICLES, PRESENTATIONS AND CONFERENCE PARTICIPATION:

*More Stuff I've Written Since Then*, a collection of essays on social justice, technology and culture, politics, and communication along with a few short stories, Lulu Press, 2012, ISBN 9781304671462.

“Digital Learning for the 21<sup>st</sup> Century” Continuing Education Association of New York, West Region Conference, Esparanza, Branchport, NY May 2013.

*Stuff I've Written So Far*, a collection of essays on social justice and politics and communication, Lulu Press, 2012, ISBN 9781105815270

"Creating a Distance Education Program Out of Thin Ether," Association of Continuing Higher Education, Northeast Regional Conference, Onondaga Community College, Syracuse, NY April 2009.

Coordinated and hosted the 2008 spring regional conference of the Association for Continuing Higher Education at the Lightner Library, Keuka College. Topic: “Serving Today’s Non-Traditional College Students.”

Coordinated and hosted “Hugo Who?” A colloquium on current US/Venezuelan relations. School of the Arts, Rochester, NY May 2, 2007.

Delegate, National Venezuela Solidarity Conference, Washington, DC. March 4-5, 2006.

“Cuba Action Day: Grass Roots Activism Comes Together in DC,” *Update on the Americas*, June, 2005.

“Activism and the New Media.” Empire State College, Rochester, NY. March 17, 2005.

“Strait Talk: Politics, Propaganda and Perceptions Across the Florida Straits,” Video presentation and discussion, The Little Theater, Rochester, NY, May 1, 2005; The Alan Lutkis International Film Series, State University of New York at Geneseo, NY, September 22, 2005; Wood Library, Canandaigua, NY, March 23, 2004; Naples Public Library, Naples, NY, January 16, 2004.

Attended “Cuba Action Day” Conference, Washington, DC. April 27-30 2005.

Attended Greater Rochester Arts and Culture Council’s “Marketing for Not-For-Profit Organizations,” Conference, Rochester, NY. September, 2004.

*Ten Months in Production, Forty-four Years in the Making: Reflections on the Production of Strait Talk.* UMI Dissertation Services, Ann Arbor, MI. 2003.

#### PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS:

Member, The Society for Utopian Studies (2013-)

Member, Association for Computing Machinery (2013-)

Member, Alpha Sigma Lambda National Honor Society (08/10)

Current member and former Vice Chair, Northeast Regional Chapter of the Association of Continuing Higher Education (2009-10)

Steering Committee Member, Media Relations, Communications, Rochester Committee on Latin America, a Task Force of Metro Justice, Rochester, NY (2004 – 2010)

Secretary, Northeast Regional Chapter of the Association of Continuing Higher Education (2007-2008)

Advisory Board member, Bristol Valley Theater, Naples, NY (2003 – 2007)

Member, Canandaigua Chamber of Commerce Tourism Committee (2003-2004)

Vice President, Bristol Valley Theater Board of Directors, Naples, NY (2002 - 2003)

Member, Bristol Valley Theater Board of Directors, Naples, NY (1995 - 2003)