

# MICHAEL E. DOHERTY, JR.

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## EMPLOYMENT **University of Texas Southwestern Medical Center**

*Marketing Manager and Web Writer, 2010–2011.* Contributed to revising, rewriting, and reorganizing content for the launches of the new [UTSouthwestern.edu](http://UTSouthwestern.edu) website and *MyUTSouthwestern* intranet site. Wrote content for employee profiles, feature stories, and news briefs; for system's consumer magazine, *UT Southwestern MED*; and for other web venues, including [SimmonsCancerCenter.org](http://SimmonsCancerCenter.org). Drafted initial version of system's first internal style guide.

### **Texas Health Resources**

*Senior Communications Specialist, 2005–2010; Senior Writer, 2007–2010.* Oversaw production of employee communications, from print magazines and newsletters to electronic newsletters; wrote speeches and e-mail/letters for executives; coordinated communications for employee fundraising drives; contributed to the planning, development, and launch of system's new intranet.

### **American Airlines**

*Manager, Online Public Relations, 2004–2005.* Responsible for developing and implementing online external media relations strategies, identifying new ways of communicating with media and customers, integrating online media into American Airlines' existing media relations approach, and developing and meeting success criteria for online outreach.

*Managing Editor, Employee Publications, 2000–2001, 2003–2004.* Managed employee publications, from daily e-mail newsletters to quarterly newspapers. Coordinated system-wide Front-Line Communicators group of more than 60 individuals, with weekly editorial board meetings and daily e-mail updates.

*Manager, Web Publishing and Chief Copywriter, Employee Portal, 2001–2003.* Responsible for story selection and placement on *Jetnet*, the web portal for more than 175,000 employees and retirees of American Airline, American Eagle, and TWA.

### **Dallas Convention & Visitors Bureau**

*Internet Editor, 1997–2000.* Managed incorporation of electronic media into overall public relations strategy. Wrote and edited all web content and material for presentation in all media.

### **Rensselaer Polytechnic Institute**

*Graduate Teaching Assistant, 1994–1997.* Designed and taught courses, including *Technical & Professional Communication*, *Writing to the World Wide Web*, and *Expository Writing*.

## ADDITIONAL ONLINE PUBLICATION EXPERIENCE

### **Batter's Box Interactive Magazine (<http://www.battersbox.ca>)**

*Editorial Staff Member, 2003–present; Public Relations Manager, 2004–present.* Publication named the best Canadian-themed baseball blog by *The Sporting News* in a 2009 online survey.

### **Kairos: A Journal for Teachers of Writing (<http://english.ttu.edu/kairos>)**

*Founding Editor & Publisher, 1995–1998.* First electronic-only, peer-reviewed journal in rhetoric and writing. Oversaw internationally based editorial board, publication, and public relations.

### **CMC Magazine (<http://www.december.com/cmc/mag/archive/>)**

*Contributing Author, 1994–1997; Managing Editor, 1995–1996* One of the first reviewed, academic, electronic-only publications. Wrote articles and worked with writers and editors in the review, revision, and publication of each issue of this journal on computer-mediated communication.

## EDUCATION

### **Rensselaer Polytechnic Institute**

M.S., Rhetoric and Technical Communication, May 2002 (GPA 3.7)

### **Bowling Green State University**

M.A. in English (Rhetoric and Writing), August 1994 (GPA 3.8)

B.A. in English, *summa cum laude*, May 1988 (GPA 3.94)

Additional publishing experience, in both online and print venues, is detailed in the annotated online version of this resume and throughout my webfolio at <http://www.mickdoherty.com>.