

RESUME & CV

Ronald Ladouceur

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518.729.7206
ron@postmktg.com

Business owner, brand strategist, web developer, copywriter, designer and educator, with extensive advertising agency experience. Inspirational and collaborative team leader. Published independent scholar. Adjunct professor at the University at Albany. Committed member of the community.

WORK EXPERIENCE

Principal and Founder

POSTMKTG

2305 Algonquin Rd., Niskayuna, NY, 12309 • 518.729.7206
postmktg.com

2012 – Present

POSTMKTG is a full-service strategy, branding and promotions agency, delivering best-in-class insights, creative, web development, digital media and traditional advertising services. The firm specializes in serving clients in higher education, B2B and the nonprofit sector. <http://postmktg.com/>

As principal and founder, serve as lead brand strategist, creative director, promotions director and manager of all employees and freelance resources.

SIGNIFICANT RELEVANT PROJECTS

- Institution-wide communications review, strategic recommendations, design best practices, website RFP, vendor selection, design review, key copy development and ongoing strategic guidance for **Purchase College, State University of New York**, leading to world-class, crowdsourced website and digital strategy. Site launch scheduled for the week of 3/13/17. Beta site at <https://beta.purchase.edu/>
- Strategy, branding, design, website development and ongoing marketing and promotions for **Christian Brother Academy (CBA)**, including design and development of both the school's main website at <http://cbaalbany.org/> and its capital campaign microsite at <http://give.cbaalbany.edu/>
- Strategy, branding (**Meet Your Future**), design, website development and ongoing maintenance for the **University at Albany School of Business**. <http://graduatebusiness.albany.edu/>
- Strategy, branding, design and creative for the **Lally School of Management at Rensselaer Polytechnic Institute**, leading to a brand re-launch in 2015.
- Capital Campaign (since retired) and innovative "proxy gift" Annual Fund websites for Siena College. <https://give.siena.edu>
- Strategy, branding, website development and marketing for **The College Experience Program**, a two-year program hosted by **The College of Saint Rose** in partnership with **Living Resources** that offers students with intellectual disabilities the opportunity to gain personal and professional independence. <https://www.thecollegeexperience.org/>
- Strategic branding consultation, including research, team management, creative and launch promotion for the **AIDS Council of Northeastern New York**, leading to a name change and new promotional direction and fund-raising opportunities as the **Alliance for Positive Health**.

Full list of clients include: Albany Community Charter School, The Alliance for Positive Health, Christian Brothers Academy, The College Experience, Evoworld, Hudson Valley LGBTQ Community Center, Living Resources, NLLG – National Litigation Law Group, New York Animal Agriculture Coalition, NYS Department of Health, Purchase College, Regional Food Bank of Northeastern New York (and the Food Bank of the Hudson Valley), Swagelok, Siena College, Table Rock Capital, Troy Industrial Solutions, Unilux, University at Albany School of Business and Utility Systems Technologies (UST).

OTHER CAREER HIGHLIGHTS

- Awards from **CASE**, the *Healthcare Marketing Report*, *Cable Television Association Magazine*, the *American Marketing Association*, the *Ad Club* (including two “best of shows”) and numerous other national, regional and local organizations.
- Published in *ABA Bank Marketing* and *BAI Banking Strategies*.
- Lead strategist and author of ***Why Not Change the World***, Rensselaer Polytechnic Institute’s breakthrough brand, generative now for more than 17 years.
- Featured in *Forbes*, *Print*, *Communication Arts*, *HOW*, *Stores* and *Retail Online Integration*.
- Lead strategist and creative director for national and regional brands in retail, education, healthcare and the nonprofit sector, including: **FYE**, **St. Peter's Health Partners**, **Monmouth University**, **MVP Health Care**, **Purchase College**, **Empire State College**, **Rensselaer Polytechnic Institute**, **Fortitech**, **WMHT** and **Rensselaer County** among many others.

Adjunct Professor

University at Albany

1400 Washington Ave., Albany, NY 12222

2012 – Present

Adjunct professor at the School of Business. Undergraduate and MBA. Courses include Selected Topics in Branding and Marketing, Integrated Marketing Communications and New Venture/Product Development. Also, a frequent guest lecturer at the University at Albany, College of Saint Rose and Rensselaer Polytechnic Institute. Student evaluations from most recent completed semester (Fall 2016) gave an instructor rating of 5 out of 5.

Executive Vice President/Executive Creative Director

Media Logic

One Park Place, Albany, NY, 12205 • 518.456.3015

www.mlinc.com

1984 – 2012

As executive creative director and key member of the executive team, was instrumental in helping build Media Logic into one of upstate New York’s largest marketing and communications firms, from a two-person shop to a nearly 100-employee organization at its peak.

Initiated agency expertise in branding, creative, design, broadcast production, interactive and web development and social media – winning national, regional and local awards and recognition in all categories.

EDUCATION

M.A. Liberal Studies, 2008

Empire State College: State University of New York

Diploma, Japanese Studies, 1980 – 1981

Seinan Gakuin Daigaku, Fukuoka, Japan

B.A. General Studies, 1981

State University College at Oneonta, Oneonta, NY

WHITEPAPERS, ARTICLES AND WEBINARS

Webinar. "Get into the Game: How B2B Marketers Can Engage Customers Through Social Applications." *MarketingProfs*. January, 2012.

Article. "Social Marketing: What Worked and Why in 2010?" *BAI Banking Strategies*. January, 2011. <<http://www.bai.org/BANKINGSTRATEGIES/marketing-and-sales/marketing-and-promotion/social-marketing-what-worked-and-why-in-2010>>

Whitepaper. "The Media Logic 2010 Retail Marketing Report: How Facebook is Opening the Eyes of 100 Retailers to the Power of Owned Media Marketing." *Media Logic*. November, 2010. <<http://blog.mlinc.com/social-marketing/2010-retail-marketing-report-data/>>

Whitepaper. "Fear Not! How Financial Service Institutions Can Put the 'Big 6' Social Marketing Strategies to Work." *Media Logic*. June, 2010. <<http://blog.mlinc.com/conversation-mining-and-surveys/strategic-social-marketing-for-financial-institutions/>>

Article. "Sailing Past the Social Media Minefields." *ABA Bank Marketing*. October, 2010. <<http://www.amazon.com/Sailing-past-social-media-minefields/dp/B00498CK48>>

Webinar. "Buh-Bye Traditional Data Gathering: Step into the Spotlight with Cooperative Social Media Marketing." *Alterian Social Media Webinar Series*. November, 2010.

Webinar. "Social Marketing for Financial Service Institutions: Credit Union Edition." *CSCU Webinar Series*. November, 2010.

ACADEMIC PUBLICATIONS AND PRESENTATIONS

Ladouceur, Ronald P. (2008). "Ella Thea Smith and the Lost History of American High School Biology Textbooks." *Journal of the History of Biology* 41:3, 435-471.

Ladouceur, Ronald P. (2008) "All With Theories To Sell: Carleton S. Coon, Bentley Glass, Marston Bates, and the Struggle by Life Scientists in the United States to Construct a Social Mission After World War II." MA Thesis. *Proquest*.

Ladouceur, Ronald P. (2006). "The Disappearing of Ella Thea Smith." Presented at the *All College Conference* at Empire State College.

Weblog. *Textbook History*. Ronald P. Ladouceur. (2009 - Present). <<http://www.textbookhistory.com>>.

MEMBERSHIPS

History of Science Society

COMMUNITY SERVICE

Board of Directors, Regional Food Bank of Northeastern New York, 2006 – 2012

Executive Committee, 1st Vice President

Service highlights include development of social media strategy and CMS-based websites for both the Regional Food Bank of NENY and the Food Bank of the Hudson Valley; integration of donation management into websites, which combined drew more than \$1,200,000 in gifts by 3/2017; direct financial and managerial assistance for the Food Bank's *Chefs and Vintner's Harvest Dinner* fundraiser; member of the Food Bank's Public Relations Committee; and through association with the Regional Food Bank, marketing and social media consultation to regional non- and not-for-profit organizations, including Equinox, Living Resources, The Right Move and the Mohawk and Hudson River Humane Society.

Advisor, Regional Food Bank of Northeastern New York, 2012 – Present

Website Development and Management Specialist

Officer, The Right Move Chess Foundation, 2009 – Present

Advisor and Internet Technology Specialist

REFERENCES AND EVALUATIONS

Provided upon request.