

Michael C. Phares

4605 Crosshaven Ct. • Weldon Spring, MO 63304-0500

Cell: (314) 503-4090 • Fax: (636) 498-6666

Email: pharesmc@gmail.com / emergencyservicesllc@gmail.com / phares@webster.edu

RESUME

Employment History

Emergency Services, LLC, St. Charles, MO August 2005 – Present

Emergency Services is a consulting and marketing/media/training production company. Market/product strategy and execution. Production of all media with an emphasis on video-based productions and online services. And specializing in training for the Fire Service and EMS personnel through Working Fire Training Systems, a training company I sold in 2015 (see below).

Product Strategist/Writer/Producer Creator of media strategies, projects and promotions. Clients include Fire Research Corporation, Long Island, NY, Phantom Controls, Wentzville, MO, etc. I have extensive writing experience and can shoot and edit video and audio, desktop publish, and oversee web development and digital marketing. See video/audio/ instructional design samples here:

www.emergencyservicesllc.com

Working Fire Training Systems In 2005, I purchased and managed a training company specializing in video-based and online training for firefighters and EMS. Performed company market and brand strategy/marketing/advertising/public relations and created and produced all video training programs. Sold company in 2015.

Webster University, Webster Groves, MO Spring 2002 – Present

Adjunct Instructor. Courses taught: Introduction to Web Programming (HTML5/CSS), Web Animation (Flash and web graphics), Digital Content Marketing, SEO/SEM, and Microsoft Office Suite 2013, Math & Computer Science Department, School of Business and Technology.

Past experience as an Adjunct Instructor at St. Louis Community College at Florissant Valley in Advertising and Public Relations in the 1990s.

Working Fire Training Systems October 1993 – January 2015

Formerly Working Fire Video Training until 2005

Owner/President/Instructional Designer-Executive Producer.

Oversight of brand marketing and advertising of start-up training company for firefighters and EMS; became writer/producer of monthly video training programs in 1997. Oversaw training course development, all video production,

and distribution to 2200 fire departments nationwide. Purchased company in 2005 as Working Fire Training Systems, a division of Emergency Services LLC.

Previous Advertising Agency Experience

FBA Marketing/Communications 1990-1993

Creative Director/Writer Producer

Worked with account executive and client to create brand positioning in category. Created and produced ad campaigns in all media for Carpenter HealthSystems; Granada Hospital; Imo's Pizza; Hevy-Duty Electric (Industrial)

Ross Advertising 1987-1990

Associate Creative Director/Writer Producer

Created and executed dealer group TV ad corporate campaigns for Lennox Heating & Air Conditioning; Purina Mills Feed Dealers; John Deere Dealers; Video promotions for Anheuser-Busch divisions.

Stolz/Glennon Advertising 1984-1987

Writer/Producer

Famous-Barr Dept. Store; Brod-Dugan Paint; Regional Commerce and Growth Association; Oversight of Famous-Barr retail account TV production, wrote print and radio campaigns for Brod-Dugan, and helped strategize and develop spec ad campaigns for prospective clients.

Education

Webster University, St. Louis

Certificate, Web Site Development

Washington University Olin School of Business, St. Louis

MBA, Marketing

Washington University School of Arts and Sciences, St. Louis

BA, Classics

Software Skills

Microsoft Office 2013

GoogleDocs

Adobe Design Premium Suite CS5.5 and CC 2015

Axure RP, Just In Mind, Sketch

Adobe Acrobat CC 2015

Adobe Audition CC 2015

Adobe Premiere CC 2015

Adobe Media Encoder CC 2015

Final Cut Pro
Divi Builder
WordPress
Miro Media Encoder
FTP Clients (FileZilla, CuteFTP, Dropbox, etc.)
HTML5/CSS3
Adobe Flash
Articulate Storyline 2
Garage Band
Logic
Final Cut Pro
Corel PaintShop Pro
Techsmith Snagit, Snagit Editor
Screencast-O-Matic
SalesForce
Dapulse Project Management
Confluence/Jira Project Management

Memberships & Awards

Member, American Federation of Television & Radio Announcers, 1982.

Member, Society of Broadcast Engineers, St. Louis Chapter, 1998.

St. Louis Flair/Addy Award Nomination - Retail TV; Imo's Pizza, 1991.

St. Louis Arrow Award, First Place – Consumer Direct Mail; The Granada Hospital

Group, 1991.

St. Louis Arrow Award, Third Place – Consumer Direct Mail; The Carpenter Foundation, 1991.

St. Louis T.A.M. Award, Gold Medal – Film/Video; Lennox Industries, 1990.

St. Louis Addy Award, 2nd Place – Radio; Taylor-Morley-Simon, 1987.

St. Louis Flair/Addy Award Nomination – Radio; Brod-Dugan Paint, 1986

St. Louis Marconi Award Nominations (3) – Radio; Movies To Go (now Blockbuster

Video), 1985

St. Louis Emmy Award, Gold Medal – TV P.S.A.: “The State of St. Louis;” Regional Commerce & Growth Association, 1984.