

## Christopher D. Posey

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### EDUCATION

#### Oklahoma State University

MASTER'S OF BUSINESS ADMINISTRATION (MARKETING) FALL 2004 – SPRING 2007

#### Oklahoma State University

TEACHER CERTIFICATION

SPRING 1997 – SPRING 1999

#### Southeastern College (Lakeland, Florida)

BACHELOR OF ARTS

FALL 1990 – SPRING 1993

### EXPERIENCE

#### PennWell Publishing – Tulsa, Oklahoma

ONLINE CONTENT EDITOR

JULY 2007 TO PRESENT

- Sole responsibility for the production of online content for *Power Engineering* magazine
- Maintenance of the magazine's website and online Media Center
- Participation at company trade shows

#### Dollar Thrifty Automotive Group – Tulsa, Oklahoma

MARKETING INTERN

SUMMER 2006 AND 2007

- Participation in and development of the rollout of new incentive/loyalty programs
- Competitor research and analysis
- Contribution to the rebuild of the corporate website

#### Union Public Schools

ENGLISH TEACHER

FALL 1999 UNTIL SPRING 2007

### PROFESSIONAL PROFICIENCIES

- Professional utilization of both Mac and PC technologies
- Regular use of organizational content management systems
- Database management using Access and COGNOS
- Proficiency in community marketing tools including Garage Band and WordPress
- Experience with creation-oriented programs such as PhotoShop, Flash, and InCopy

### AWARDS, ACCOMPLISHMENTS, HONORS, AND RECOGNITION

- PTSA Educational Grant Recipient, January 2007, 2003
- Union High School Staff Member of the Month, February, 2006
- Faculty Chair, State Student Council, 2005
- Intel Educational Technology Certification, 2003
- "Catch the Dream" Nominee, 2002

### PUBLICATIONS AND WORKS AVAILABLE

POWER-GEN International 2007 Show Daily, Issues 1-3 (ed.)

- "Environment Takes Center Stage at Keynote Session," Issue 2

"Services Marketing and the Branded Service Employee" (unpublished)

- Part of an Independent Study for MBA coursework at OSU, this paper focuses on the importance of and methods used in internal branding in a service-oriented environment.

"The Transfer"

- This "business-casual" blog, evolving since July 2006, focuses primarily on services marketing issues and advertising. Access at: <http://thetransfer.wordpress.com>.