

JOAN GALE FRANK

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Content Creator: Online, Video, Television, Publishing, Training

- **Influential online writer** experienced in SEO web writing, blogging, email campaigns, high-tech and business marketing writing, online research, creating social media content, press releases and articles.
- **Script writing and producer** for marketing, educational and fundraising videos, television shows, online product demos, customer testimonials, television and radio commercials, and video documentaries.
- **Book writing and publishing** of original content and adaptation of books to audio and courseware. Write, edit, and create compelling back cover material, table of contents and sales collateral for authors.
- **Instructional Design** for training courses, videos and manuals to make difficult subjects easier to learn. Experienced at Needs Analysis.
- **Competitive analysis and branding** to differentiate businesses, products and services from competitor's offerings. Write unique selling propositions, compelling marketing messages, taglines and calls to action.

Other Strengths: Wordpress web/blog design, keyword research, metrics, promotions on Facebook, Twitter, Google+, LinkedIn, Pinterest, Youtube. Photography. Detail oriented. Quick, fearless learner. Client-focused listener and interviewer. Excellent communication and presentation skills. Persuasive public speaker, seminar leader, instructor. Award-winning humorous writer.

Key Achievements

- **Script Consultant, 3Net Studios, Discovery Channel TV Series, 2013.** Assisted in the research, writing, structure and editing of two episodes of the three-part series, "Unraveling the Cosmos." Worked with Gilbert King, a 2013 Pulitzer Prize-winning author to develop the scripts.
- **Ranked in Top 100 Real Estate Blogs Worldwide in 2013.** Designed, manage and write posts for HouseSellingBlues.com, ranked #54, next to Zillow, Redfin and the National Association of Realtors.
- **Author, Independent Publisher of *Instant Guts!* Ebook, 2012.** Wrote, produced and promoted motivational program as an audio and then as an Ebook on intelligent risk-taking in business and creativity. Featured in National Public Radio (NPR) Wireless Catalog, sold over 15,000 copies, nominated by Audioworld syndicated column as "Best Personal Growth Program" alongside Bill Moyers' *Healing and the Mind*.
- **Author, Independent Publisher of *Home Seller's Blues* Book, 2011.** Wrote, published and promoted book on how to sell a home faster, easier and for more money in a slow economy. Featured on front page of Chicago Tribune's Sunday Business & Real Estate Section and The Los Angeles Times.
- **Marketing Consultant and Writer for Efficient Learning Systems, 2003 - 2009.** Researched, analyzed competition, and wrote marketing,

email campaigns and web content for 8-person, start-up educational software company. Played significant role in increasing revenues from \$300,000 to over \$5 million annually by changing the company's marketing messages. Company sold to high-tech publishing giant, John Wiley & Sons for \$24 million in 2012.

- **Produced Video Documentary that Raised \$100 million.** Selected out of top ten producers in Northern California to produce fundraising video to build Palo Alto Medical Center, a state-of-the-art medical campus across from Stanford University. Researched, wrote, directed, interviewed and edited the documentary which won a Telly Award and successfully raised \$100 million, enabling the campus to be constructed.

Work History

- **Big Mouth Communications, LLC Principal Partner 1998 – Present**

Write and produce compelling content for search engine optimized web pages, blogs, and social media sites to differentiate businesses from their competition and engage customers. Clients include domestic and international small and medium-sized businesses, including CleanSolution Services, CPAexcel, Wooden Blinds Direct, and Homesales.com.au.

Write and produce marketing materials, high-tech demonstrations, videos, and radio and television commercials to build brand recognition and increase sales. Clients include medium to large-sized corporations including Apple Inc, Hewlett Packard, Sun Microsystems, Hitachi Limited, Royal Sun Alliance, Johnson & Johnson, Invisalign, Pacific Media, and Eastridge Mall, one of the largest shopping malls in California.

As part of a team, wrote, edited, researched and fact-checked television scripts, and documented visual elements used in 3Net Studios' production of "Unraveling the Cosmos." (3Net Studios is an alliance between Discovery, Sony and Imax.)

Write, edit and market original books for Big Mouth Communications and outside authors. Adapt books for audio and course material, including *Growing Pains: Transitioning from an Entrepreneurship to a Professionally Managed Firm*, and *Hire Power*.

Business Coach for real estate agents, publishers, retailers and interior designers to grow their customer base and gain publicity.

Education

- Masters Degree, San Francisco State University, California. Concentration in Instructional design and adult education and training.

- Masters Degree in Public Health, University of California at Los Angeles (UCLA), Concentration in Population, Family and International Health.
- Ongoing courses and study in search engine optimization, social media tools and Wordpress web design.

Publicity, Speaking Events and Awards

- "Instant Guts!" online sales material was used as a model by marketing expert, Joe Vitale, in his book, *Cyber Writing: How to Promote Your Product or Service Online.*"
- Interviewed on Mornings on 2, largest morning news television show in the San Francisco Bay Area, as author of *Instant Guts!*
- Dallas Morning News, San Jose Mercury News and Minneapolis Star Tribune wrote positive reviews about "*Instant Guts!*"
- Chicago Tribune, Los Angeles Times and Pennsylvania's Association of Realtors wrote positive reviews about Big Mouth Publications' second book, "*Home Seller's Blues.*"
- Multiple awards for video production from San Jose Film Commission, International Television Association, U.S. Industrial Film Festival and Telly Awards.
- Voted Best Business Coach 2004, Verde Valley Tri-City Area, (Sedona, Arizona.)
- Seminar Leader for ongoing annual Women in Business Conferences in San Francisco, including the Women Who Dare Conference series.

Volunteer Work

- Seminar leader for "Expanding Your Horizons" a conference to inspire teenage girls to excel at school and take math and science classes to prepare for high-tech careers.
- Researcher and interviewer in Mumbai, India for "Marketplace of India" Fair Trade Cooperative. Interviewed women working for cooperative to establish a prototype for fair trade craft collectives worldwide.
- Researcher in the Peruvian Amazon to study endangered macaw's nesting and eating habits, and how tourism and river traffic affected their habitat.