

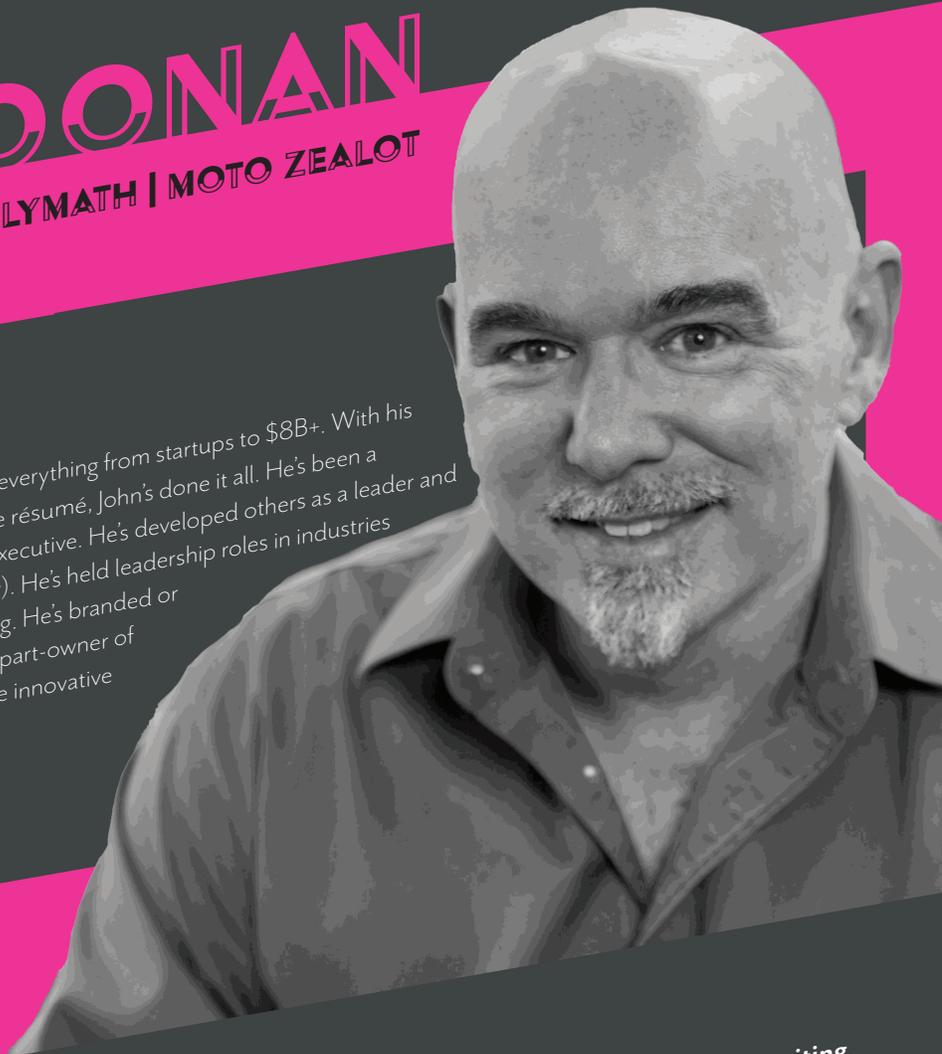
# JOHN CLOONAN

MARKETING GUY | STRATEGIC POLYMATH | MOTO ZEALOT

## WHO IS THIS GUY?

Marketing MBA. Motorcycle racer. Growth creator for everything from startups to \$8B+. With his early career dedication to creating the weirdest possible résumé, John's done it all. He's been a marketing consultant, agency founder, and marketing executive. He's developed others as a leader and university professor (oh, and an inline skating instructor). He's held leadership roles in industries from staffing to behavioral health to capital-C consulting. He's branded or rebranded over 100 companies. Now the founder and part-owner of Audacity Marketing, he helps his diverse partners create innovative marketing solutions for small-to-medium businesses.

Oh, and he tells a good story, too.



## YOU MIGHT HAVE CAUGHT HIS ACT BEFORE

**Branding & marketing TEDx with social media,**  
TEDxDupreeParkTV guest slot, 2020

**Effectively defining your EAP,** EAPA 2018

**Make your point, not your PowerPoint,** EAPA Business Solutions  
Webinar, 2018

**You should work for me: why HR should report to marketing,**  
DisruptHR Atlanta, 2018

**Managing Your Digital Presence,** National Advisors Network, 2012

**Branding & marketing for small & solo practices,** The  
Collaborative Law Institute of Georgia, 2012

**Social media strategies for commercial real estate,** Cubs RE  
Investment Group, 2011

**Your company sucks! The potholes of social media recruiting,**  
Tri-State SHRM Conference, 2010

**Creating career connections through content,** SHRM Atlanta,  
2010

**Getting back to business – marketing edition,** WIMO AM 1300  
with Stephanie McCusker, 2010

**Must-do marketing for 2010: jump start your January,** Atlanta  
Professionals Association, 2010

**Living your passion with John Cloonan,** The Prosperity Lighthouse  
Radio Show with Nat Couropmitree, 2009

**Who Tweeted?** Guest lecture, Rollins College, 2009

**How To Create Community,** Guest, High Velocity Radio with Todd  
Schnick and Stone Payton, 2009

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## WHEN HE'S NOT SPEAKING...

You may have noticed the words **moto zealot** at the top of this page. When John's not speaking or creating marketing strategies, you can find him club racing at a racetrack near you, riding his Ninja 1000 in the twisties of the Appalachian mountains, or in the woods riding dirtbikes with his daughter.



## WHAT'S JOHN TALKING ABOUT RIGHT NOW?

**How to market like a B2C company.** If you're a career B2B marketer, you know that all the sexy stuff seems to happen in the B2C space. What if you're marketing B2B services? What can you appropriate from B2C, and how? I'll give you the down-low on some B2C strategies that can work for your B2B marketing and give you something sexy to talk about in your next TikTok.

**Social media hasn't changed a damned bit.** Huh? How can you say that? The pace of technological change is ridiculous and hard to keep up with. There are, however, certain concepts that don't ever go away in social media. I'll go through the stuff that never changes so you can be successful.

**Taking the fear out of public speaking.** I'm up here talking. You're not. Why? Is it because you're afraid? Probably. I can help you fix that.

**Make your point, not your PowerPoint.** Let's face it - we've all seen bad PowerPoint. Some of us have probably created some PowerPoint horrors, too. I'm gonna throw down the gauntlet and tell you that you don't need PowerPoint at all. Then I'll take a complete 180 and tell you how to do it right if you decide you must have it.

**You should report to me: why HR should report to marketing.**

While this may seem like a power grab, it's true: you HR folks should report to marketing, especially if you're in talent acquisition. We're doing the same job. Marketing just happens to be better at it than you, and has the tools to make it killer.

**Forget Glassdoor. You should have glass walls.** Your Glassdoor reviews suck and you've got 1.8 stars. You know your company isn't that bad, but how do you convince candidates of that? You need to provide a window into your company and what it's like to work there. I'll give you a template on how to do it, and some resources to help you through it.

**You call that a job description?** Ever read a job description that's ostensibly in your field and walk away with no idea of what the job really entails? How about reading a job description for a job you think should be exciting, but the description is duller than dirt? If you're in sales you get marketing jobs, if you're in marketing you get sales jobs. Why? Because HR and Legal don't know jack about the purpose of a job description. Marketing knows, and I'll tell you, with examples.

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