

## **DOUGLAS DRENKOW**

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### *Summary*

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**A creative, strategic thinker and an accomplished leader in business, educational, and political research and communications** in print, on disc, online, in video, in radio and cable TV. Educated in the sciences, autodidactic in fine arts. Skilled in mathematics, the English language, and Web site front-end development. Experienced in marketing, consulted in social media, succeeded with diverse co-workers. Proficient in project management: initiated, developed, produced, monitored, and closed entrepreneurial as well as team projects, optimizing results within limitations of time, cost, and scope.

### *Experience*

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#### **Douglas Drenkow Research & Communications**

Arcadia, CA, 01/1998–08/2006; South Gate, CA 09/2006–present

##### **Web Site Developer / Communications Consultant**

Front-End Web Site Developer; Online Marketing Consultant; Researcher, Writer, Editor, Producer

##### **CLIENTS & COLLEAGUES — Douglas Drenkow Research & Communications**

- [5D Spectrum](#) (full-service Los Angeles design firm)
- [Barry Gordon](#) (talk show host, former president of Screen Actors Guild and candidate for Congress)
- [Building Safety Solutions](#) (BSS, the leading provider of online emergency preparedness products)
- [Core Media Group](#) (popular Southern California weekly newspapers)
- [Cotman IP](#) (intellectual property attorneys)
- [Éclat Entertainment](#) (music management company)
- [HCL Clean Tech Inc.](#) (globally resourced biofuels company)
- [Ilene Proctor International Public Relations](#) (top West coast rep for progressive authors & producers)
- [Kelly Hayes-Raitt](#) (candidate for Assembly, community organizer, Los Angeles “Woman of the Year”)
- [Leadership Pasadena](#) (organization of civic leaders)
- [Light Bringer Project](#) (nonprofit, Pasadena-based arts organization)
- [Mira Starling Productions](#) (independent filmmaker)
- [OpEdNews.com](#) (progressive political Web site, now with over a million unique visitors a month)
- [Open Directory Project](#) (source of online directory listings for AOL, Google, etc.)
- [Pasadena Community Access Corporation](#) (public access television station)

- [Peter Stekel](#) (nationally acclaimed author)
- [Steven Kutcher](#) (film industry “insect wrangler,” active environmentalist, and acclaimed artist)
- [Win-Win Workplace Solutions](#) (boutique change management and organizational consulting firm)

ACCOMPLISHMENTS — Douglas Drenkow Research & Communications

***As Web Site Developer and Online Marketing Consultant:*** *Front-End Development, Web Site Editing and Design, User Experience Design, E-Mail and Social Media Marketing, etc.*

- [Designed numerous Web sites](#), including [DouglasDrenkow.com](#) (with valid XHTML and CSS) as well as multimedia sites for [talk shows](#), a [public relations firm](#), [civic leaders](#), [corporations](#), et al.
- As Web editor, proofread and edited content in Web sites for [business consultants](#) and [attorneys](#).
- [Edited and posted video clips](#) in original Web sites and at [YouTube](#), with over 16,000 views.
- [Created Flash video archives](#) for cable TV show, with [standards-compliant, SWFObject embedding](#).
- [Created streaming \(m3u\) and downloadable \(mp3\) audio archives](#) for talk radio show.
- [Extended and themed blog](#) with & wrote instruction manual for Drupal content management system.
- [Developed WordPress sites](#), as for [wholesalers](#), [business consultants](#), and other [professionals](#).
- Wrote reports as well as consulted on [social media marketing](#)—growing brands by building personal relationships online, as to leverage reach of Facebook, Twitter, and blogs.
- [Edited organizational psychologists’ e-mail newsletters](#)—about teamwork, leadership, and strategic management—and sent them, as by iContact, to executives in business, nonprofits, and government.
- [Created e-vites and coordinated e-mail campaigns](#) for [businesses](#) and [nonprofits](#).
- [Wrote \(in host’s “voice”\) and sent e-mail “blasts” for talk shows](#) and continually updated [Web sites](#).

***As Producer:*** *Talk Radio, Cable Television, Video, Independent Film, etc.*

- [Produced smart, funny, unabashedly progressive Southern California call-in talk radio show](#):
  - [Brainstormed story ideas with host / executive producer](#); researched background material.
  - [Booked nationally known guests](#): members of Congress, bestselling authors, entertainers, et al. ([had dealt professionally with President and celebrities](#) as top volunteer in political campaigns).
  - [Conducted marketing research, created media kits and demo discs](#), promoted new brand of host.
  - [Co-authored strategic business plans](#); spoke with small to large groups of potential backers.
  - [Booked host as emcee](#) for live events, as at Hollywood landmark.
- [Researched complex news stories on tight deadlines](#), made extensive blog postings, appeared on-air as guest expert and guest host, and [co-produced special episodes of cable-access TV call-in talk show](#).
- [Produced—wrote, shot, directed, and/or edited—videos of political leaders, messages, and events](#).
- [Directed, shot, and edited video introductions to Web sites](#), as for music management company.
- Served as line producer and art director for [pre-production of independent film](#):
  - [Made schedules, inventoried props, and estimated budgets](#) by “breaking down” scripts.
  - [Auditioned cast, interviewed crew, screened music, arranged locations, designed sets, created art](#).
  - [Obtained copyright and other clearances, and boilerplated contracts](#) for legal review.

- Learned new digital and film technologies; negotiated effectively with FotoKem & other film labs.

**As Writer & Editor:** *Earned Media, Advertising, Business, Politics, Journalism, Literature, Arts, etc.*

- Created media kits and co-authored strategic business plans for radio and cable TV talk shows.
- Edited the PR manual of a veteran West Coast publicist for progressive authors and producers.
- Wrote copy for earned media and public relations—including e-mail blasts, Wikipedia updates, YouTube postings (with keywords and hyperlinks), Facebook Page postings, and Twitter tweets.
- Wrote advertising copy—for banner ads, display advertising in magazines and newspapers, brochures, one-sheets, postcards, tabletop displays for national conventions, eBay and iTunes listings, etc.
- Wrote hundreds of opinion pieces for progressive causes, published in print, delivered on radio and TV, posted online, e-mailed, and quoted widely—as by UPI, BBC News, and *The Guardian (UK)*.
- Conducted unflinching investigative journalism for popular Southern California weekly newspapers.
- Wrote and served as News and Opinion Editor for Web site read by 300,000 unique visitors a month.
- Edited and reviewed critically acclaimed novels and short stories.
- Wrote variety of teleplays and screenplays in WGA format and created film merchandising concepts.
- Reviewed hundreds of painters' Web sites for directories serving millions in AOL, Google, etc.
- Reviewed artwork and wrote about painting techniques etc. for general and fine arts readership.

**As Artist and Designer:** *Portraiture, Advertising, Logos, Branding, TV Backdrops, etc.*

- Learned and applied concepts of artistic design as critically acclaimed professional portrait painter.
- Created advertising artwork—using black-and-white and color xerography, ink jet and onscreen RGB imaging and image-editing, and four-color CMYK process printing—for display ads, banner ads, etc.
- Designed logos and other visual branding for letterhead, business cards, favicons, etc. (including new logo for news and opinion Web site with 300K+ visitors, favored 5:1 over old logo in readers' poll).
- Branded clothing, household items, etc. with logo of talk shows, printed on-demand.
- Designed and consulted on TV studio and photo-op backdrops, as for governor of Washington state.

**As Researcher and Analyst:** *Politics and Government, Demographics, Statistics and Other Mathematics, Marketing, Legislation, Contracts, Media, Health Care, Science, Biofuels, etc.*

- Conducted revealing, in-depth demographic and opposition research for a state Assembly campaign.
- Conducted marketing research as well as mathematical and other research into political polling, federal and state budgets, and education reform for progressive radio and cable TV talk shows.
- Researched and publicized—via cable TV, Web article, and mass e-mail—impacts of bills in Congress.
- Compiled & analyzed franchise agreements for successful community access TV station negotiations.
- Researched, wrote, and widely distributed in-depth reports on the media and health care reform.
- As one of 24 in a “theme team,” in real time analyzed raw, telling data from thousands participating in a statewide health care symposium, attended by the mass media, governor, and legislative leaders.

- Also participated in another, national *AmericaSpeaks* interactive event: [Our Budget, Our Economy](#).
- Under contract, researched technical databases online to rediscover World War II operational data lost to history, for use in the pilot plant of a [cutting-edge, globally resourced biofuels technology](#).

## Drenkow Media

Arcadia, CA, 01/1990–12/2000

### **Educational Software and Handbook Publisher**

Researcher, Writer, Editor, Programmer, Designer, Copier, Printer, Packager, Marketer, & Drop-Shipper

#### [PURCHASERS](#) — Drenkow Media

- Corporations: Boise Cascade Corp., Dow Chemical, SC Johnson & Son, etc.
- Government Agencies: Agriculture Canada Research Stations, New York State Education Dept., etc.
- Museums etc.: American Museum of Natural History, Field Museum, National Research Council, etc.
- Universities: Cornell University, National Taiwan University, University of British Columbia, University of California at Berkeley, University of Notre Dame, Yale University, etc.

#### ACCOMPLISHMENTS — Drenkow Media

- Created & published [groundbreaking educational databases](#) in biological, physical, & social sciences, and handbooks derived from these works: *A Computerized Dictionary of Entomology*, *Food Webs of Insects and Their Kin*, *Computerized Biological Control*, *Computerized Vegetable Gardening*, *Discovering Insects*, *The Animal Kingdom*, *The Plant Kingdom*, *The Tree of Life*, *Fermentation and Respiration*, *The Periodic Table of the Elements*, *Qualitative Chemical Analysis*, *Conversion Factors*, *Dynamics in the Economy*, *The Constitution of the United States*, and *Comparative Religions*.
- Researched tens of thousands of pieces of data—cross-referenced with hundreds of relational database tables, and made reportable on almost all DOS platforms via original BASIC programming.
- Unearthed and organized hundreds of copyright-free illustrations.
- Received “[excellent](#)” [reviews](#) from *CHOICE*, a publication of the American Library Association.
- [Penetrated market worldwide](#), as through some of the first software listings in the book catalog of the Entomological Society of America and via distributors and resellers in the United States and Europe.

## *Certificates, Training, and Skills*

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### **Online Marketing, CMS, Web Site Development and Analytics, MS Office Suite, Photography and Videography, Style Guides, Legal Compliance, & Management Principles**

- American Marketing Association Webinars and Virtual Events: “[Advanced Social Media Strategies](#),” “[Facebook Marketing: Leveraging the World’s Most Popular Social Network](#),” etc.

- Acquia Drupal Webinars: “The Open Government Directive and Open Source Social Publishing,” “Tips and Tricks for Drupal Theming,” “Reduce the Cost of Each New Website With ... Multi-Site.”
- Adobe / Mogo Media Seminar: “Getting Started with Dreamweaver and CSS.”
- AdobeTV: “Learn Flash Professional CS5” & “ActionScript 1:1 with Doug Winnie” (various episodes).
- Lynda.com Certificates: “Flash Professional CS5 Essential Training,” “ActionScript 3.0 in Flash Professional CS5 Essential Training,” and “Final Cut Studio Overview.”
- [Google Webmaster Tools](#) etc.: Search Engine Optimization (SEO), Site Maps, [Google Analytics](#) (with asynchronous tracking code), customized [AddThis.com](#) social bookmarking widgets.
- [W3Schools](#) etc.: HTML, XHTML, CSS, HTML DOM, JavaScript, jQuery, DHTML, Atom & RSS feeds, UTF-8, other Front-End Development, some PHP.
- Adobe Creative Suite: Dreamweaver; Flash, some ActionScript; Photoshop; InDesign/PageMaker.
- Microsoft Office: Outlook, Word, Excel, PowerPoint, some Access, FrontPage, Publisher, etc.
- Digital & 35 mm photography, Super 8 & 16 mm cinematography, film & Flash animation, VHS & mini-DV videography, Windows Movie Maker, WavePad digital audio editing, WGA scriptwriting.
- Concepts of artistic design—learned as critically acclaimed [professional portrait painter](#).
- *Associated Press Stylebook* and *Chicago Manual of Style*; laws of copyright, privacy, and publicity.
- Principles of Project Management and Strategic Management.

## Education

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### University of California at Davis

#### **Bachelor of Science with Highest Honors in a Life Science**

- **Also excelled in physical sciences, mathematics** (including calculus and advanced statistics), **and social sciences & humanities** (economics, anthropology, history, rhetoric, and philosophy).
- Regents Scholarship, other merit-based scholarships, and a special citation from the Chancellor.
- Scored in the 97th percentile in Quantitative Aptitude (Mathematics) and in the 99th percentile in Biology on the nationwide Graduate Record Examination.
- Offered Graduate Fellowship by National Science Foundation; declined, to pursue independent research (later praised by NSF et al.) and digital publishing.