

**JOHN M. BAGLEY**

**(408) 310-9140**

BRIEF OVERVIEW

Award-winning writer/editor for a variety of mediums, including web, print and collateral. Professional with a creative flair and the ability to take projects from point A to B in a timely fashion. Reliable. Witty sense of humor and a knack for getting along well with clients, staff and management. An entrepreneurial spirit with a reputation for making things happen. Either started or was part of the team that launched five publications in the 1990s. Published more than 3,500 times...

\*\*RECENT PROJECTS\*\*

**UTOPY, San Francisco, CA**

Contacted by UTOPY, *the leading provider of Customer Intelligence and Performance Optimization solutions powered by Speech Analytics*, to externally develop press releases, which effectively communicate UTOPY's objectives, direction, products and overall corporate message to trade professionals, industry analysts and executives, as well as its customers and the general public. Other UTOPY projects included editing the company's annual brochure, a critical tool of its sales and marketing team.

**VMWare, Palo Alto, CA**

Developed copy for an email marketing campaign for VMware's® (NYSE: VMW) online ThinApp Store. The emails were developed to promote/test untapped, up-sell opportunities within the ThinApp installed base, to promote the VMware View (VDI) Starter Kit and highlight the company's new Communities Site for its ThinApp customers. With revenues of \$1.9 billion, more than 130,000 customers and more than 22,000 partners, VMware is one of the fastest-growing public software companies in the world.

**Callidus Software Inc.** (NASDAQ: CALD) San Jose, CA. Contracted by Callidus, the leading software company specializing in Sales Performance Management and Enterprise Incentive Management solutions, to externally develop and create press releases, which effectively communicate Callidus' objectives, direction, products and overall corporate message to investors, trade professionals, industry analysts and executives, as well as its customers and the general public.

EMPLOYMENT HISTORY

*August 2008-Present*

**www.iwritewell.com, Mountain View, CA**

Owner/Contract Writer/Editor/Consultant

Responsibilities: Generate high-end, dynamic copy "that drives results" for businesses/corporations that desire to have its message explode via the written word. Craft compelling copy that helps leading businesses exceed campaign objectives. Company specializes in PR, e-Commerce, advertising and marketing copy, but has broad bandwidth of experience spanning a wide range of writing assignments. Client list includes major corporations that are publicly traded on the NYSE and NASDAQ to smaller businesses and start-ups.

*January 2002-May 2008*

**The Pinnacle Newspaper, Hollister, CA**

Sports Editor/Columnist

Responsibilities: Wrote and edited stories in the sports section. Wrote headlines and worked with production/layout departments to ensure quality control. Assigned photo shoots for all stories and features. Set editorial agenda and assigned stories to staff members as well as freelance writers. Had final say in the approval process before giving the go-ahead to send to press. Named No. 1 sports section for a paper its size in 2007, 2004 and 2003 by the California Newspaper Publishers' Association.

*December 2000-June 2001*

**SRI International, Menlo Park, CA**

Technical Writer/Contract assignment

Responsibilities: Recruited by the Organizational Development and Training Department to be part of the SRI team that was contracted by the PGA of America to create and develop the First Tee program. The multi-million-dollar project called for the SRI team to partner with major golf associations, golf professionals, and life skills subject-matter experts to develop the First Tee's curriculum over a three-year period. Objective of project was to teach inner-city youth valuable life skills that are used on a golf course while showing how they parallel everyday situations.

Brought in during the final stages of project to handle proofing, editing, rewriting and fine-tuning of the manual that would become the initial textbook for all First Tee program instructors.

*December 1999-October 2000*

**Chipshot.com, Sunnyvale, CA**

Editorial Director

Responsibilities: Hired as a copy editor and promoted to editorial director within six months. Responsible for all written content on website—a site that generated \$3 million a month in golf equipment sales. Wrote company bios, features, edited monthly golf lessons and tips columns as well as all sales/marketing-related collateral. Wrote product descriptions on all of the apparel, equipment and accessories sold and marketed on the site. Wrote, edited and/or proofed company advertisements that ran in major industry publications. Made daily changes on website and gave final approval for all copy to go live. As a member of the senior management team in charge of content, the pioneering website would achieve a \$30-million plus run rate and became the #1 online golf retailer (Gomez Advisors), 12th largest e-commerce site (PC Data), and Best of the Web 2000 (Forbes) award recipient.

*June 1998-November 1999*

**Sierra Pacific Publishing, Gilroy, CA**

News Reporter/Writer/Sports Editor

Responsibilities: Company owned and operated several newspapers in California, including the Morgan Hill Times, Gilroy Dispatch and Hollister Free Lance. Wrote and edited news stories and features for all three publications during this period. Spent the bulk of time running the sports department at the Morgan Hill Times.

*September 1993-June 1998*

**Freelance Writer/Editor, Mountain View, CA**

Responsibilities: Wrote for a number of publications during this period, including San Francisco 49ers Report and Golf Today. During this period, also played key roles in the launch of several publications, including the San Francisco Giants Report, Tourney News, Bay Area Golf and Grip Magazine. Performed marketing writing for the California Golf Tour, KB Golf Manufacturing, Pro Golf Discount and West Coast Golf.

*January 1992-July 1993*

**Tee West Golf Magazine, Mountain View, CA**

Publisher/Editor-in-Chief

Responsibilities: After a three-year stint as managing editor of California Golf Magazine, opted to launch Tee West in January 1992. At the time, Tee West was the only four-color publication that was printed on magazine stock, saddle-stitched and distributed to every public golf course in the state of California. In charge of editorial agenda as well as day-to-day operations. Created company logo, magazine's design and graphics and all marketing-related collateral. Launched campaign to distribute 80,000 fliers and posters throughout state that was responsible for generating initial subscription list. Closed deal to include America West Airlines on the back cover in January 1993.

EDUCATION

BA, Journalism, San Jose State University

**Awards and Extras**

- Eckhoff Award for Outstanding Golf Journalism, 1988-1989
- Four-time winner of California Newspaper Publishers' Association award for Sports Coverage Excellence (2000, 2003, 2004, 2007)
- Published more than 3,500 times
- Proficient in the use of QuarkXPress as well as a number of Content Management Software (CMS) programs, including Pindar System's Agility software