

JOHN M. JANNEY, M.A., APR

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Accredited public relations professional with more than 20 years of experience successfully developing, growing and safeguarding brands and reputations

PROFESSIONAL EXPERIENCE

Baitulmaal, Inc.

Dallas, TX

2018 - Present

International 501(c)(3) charity

Communications Director

Developed messaging strategies and digital communications systems that improved brand equity and increased revenue.

Notable accomplishments include:

- Earned media placements in local and national news outlets
- Raised more than \$1M in 60 days following the COVID-19 quarantine orders through strategic digital marketing campaigns that included:
 - email marketing automation
 - influencer marketing
 - crowdfunding
 - social media advertising
- Grew email subscriptions by 11% in 3 days via experiential convention booth
- Led digital transformation of donor relations and communications systems

Muslim Legal Fund of America, Inc.

Dallas, TX

2009 - 2018

National 501(c)(3) charity

Chief Communications Officer

Developed a comprehensive communications program that built brand equity, enhanced donor relations, and improved fundraising performance.

Notable accomplishments include:

- Grew donor base by 526% through aggressive fundraising event promotion
- Increased annual revenue by 182% percent through new digital channels
- Increased donor retention by 25% in less than 12 months through donor recognition campaign
- Built online audience from zero to more than 75,000
- Designed new brand image that strengthened the charity's public image

National Financial Awareness Network, Inc. Columbia, MD 2004 - 2009

Financial literacy company, subsidiary of FSI Holding Corp

President, Director of Public Relations

Managed all aspects of FSI Holding Corp's communications. Role included acting as Director of Public Relations for FSI Holding Corp and its subsidiaries.

Notable accomplishments include:

- Increased value of licensed product by 36 percent through a strategic re-branding and digital transformation campaign
- Lengthened client retention and improved client satisfaction by writing and producing a client orientation DVD, developing an online support forum, revising client communications, and writing a book about rebuilding damaged credit
- Helped defeat harmful regulations by writing a report for legislators that demonstrated the positive impacts debt relief companies have on consumers and the economy

PROFESSIONAL ASSOCIATION LEADERSHIP

Public Relations Society of America (PRSA)

- Judge, 2018 Renaissance PR Awards, Pennsylvania
- Judge, 2017 Golden Spike PR Awards, Utah
- Judge, 2017 Prism PR Awards, Arkansas
- Judge, 2017 Mercury and Silver Wing PR Awards, South Carolina
- Judge, 2016 Excalibur PR Awards, New York

Public Relations Society of America, Southwest District (PRSA SW)

- Chair of Accreditation Committee (15 chapters in six states)

Public Relations Society of America, Dallas Chapter (PRSA Dallas)

- Board Member, Assistance Treasurer (2018)
- Assembly Delegate, Alternate (2017)
- Co-Chair of Accreditation Committee (2016)

PROFESSIONAL CREDENTIALS

Accreditation in Public Relations (APR)

Universal Accreditation Board, PRSA

EDUCATION

Kent State University

Master of Arts in Journalism and Mass Communications, Public Relations

University of Southern Mississippi

Bachelor of Science in Journalism and Mass Communications, Public Relations

Minors in Music Theory and Military Science