

William J. Axtell
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SUMMARY OF SKILLS

Marketing Public Relations Fundraising Media Relations Advocacy Leadership
Public Policy Corporate Communications Internal Communications Speech Writing
Copywriting Customer Service Problem-Solving Blogging Microsoft Office
Team Building Special Events Analysis Copy Editing

EXPERIENCE

Marketing Director, Grand Central Self Storage, Ferndale, Michigan

July 2011 to present

Manager, Grand Central Self Storage

February 2008 to July 2011

- Managed 400-unit self-storage facility. Occupancy rate increased from 70% to 94% during that time.
- Maintained consistently high marks for customer service for users of trucks and trailers.

Account Executive, John V. McCarthy & Associates, Southfield, Michigan

January 2006 to February 2008

- Provided leadership for capital campaigns at churches. Those campaigns raised in excess of \$2,000,000.
- Trained and motivated volunteers in use of fundraising software.
- Oversaw production of printed materials for campaigns.

Director, Ferndale Chamber of Commerce

September 2004 to January 2006

- Recruited and retained members through regular e-mails and special events.
- Advanced interests of Ferndale business community at Council meetings.
- Created weekly E-mail missive to Chamber members and other interested parties

Public Relations Specialist, Prism, Dearborn, Michigan

June 2004 to September 2004

- Temporary position. Worked with automotive media in several cities to launch Ford Escape Hybrid as part of a communications team that generated more than \$10,000,000 in publicity.

Director of Communications,

March of Dimes Southeast Michigan Chapter, Southfield, Michigan

December 1996 to September 2003

- Created a statewide bus tour calling attention to problems associated with premature births. Recruited spokespersons, oversaw media relations and arranged for a bi-partisan roll-out at the State Capitol.

Communications Director, United Cerebral Palsy of Metropolitan Detroit, Southfield, Michigan

December 1985 to November 1996

- Originated United Cerebral Palsy Casual Day, which became southeast Michigan's premiere casual wear in the workplace fundraiser. The event raised more than \$200,000 in its first three years in support of programs geared toward advancing the independence of people with disabilities.
- Planned and organized town hall meetings on mental health concerns.
- Wrote, edited and designed a wide variety of printed material

EDUCATION

BA, University of Detroit Mercy

AWARDS AND APPOINTMENTS

Recipient, Senior Corps of Retired Engineers Community Friendship Award, 2005

Appointee, Michigan Commission on Disability Concerns, 1998-2002

Trustee, Ferndale Educational Foundation, 2003-2005