

CREATIVE COMMUNICATOR * INNOVATOR * STRATEGIST

EDWARD F. NAKFOOR

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PROFESSIONAL HISTORY

My career trajectory has taken me from retail public relations and branding to freelance writing to teaching. Indeed, three seemingly disparate fields. However there are common threads that connect them: a deep reservoir of creativity, service to others, sharing knowledge, big picture thinking, finding solutions, and encouraging those with whom I work to achieve their best.

Specifically, for 25 years I have been a Birmingham, Michigan-based luxury retail-marketing consultant and source for retail trend stories in local and national media; an award winning freelance copywriter, magazine contributor and advertorial writer; and columnist for the Gannett-owned *Birmingham Eccentric* in suburban Detroit. Most recently I was a well-regarded visiting assistant professor of journalism at Oakland University in Rochester, Michigan, and continue to mentor students through tutoring and writing assistance, resume writing, and personal branding.

Looking to join an organization where my creative talents will excel: from idea generation to problem solving to crafting copy that is on brand and memorable, rich with strong language and personality.

PUBLIC RELATIONS + BRANDING

Edward Nakfoor Public Relations, Birmingham, Michigan

April 2000 – July 2015

Client highlights include:

The Somerset Collection

Between January 1999 and August 2012 responsible for media relations, new store promotions and crisis communications for the 1.4 million-square-foot luxury shopping center in Troy, Michigan, owned and managed by Southfield, Michigan-based The Forbes Co. Measured in advertising dollars, the public relations value of media placements exceeded \$1.5 million annually.

City of Birmingham, Michigan, Principal Shopping District

Handled media relations for the upscale Detroit suburb's shopping district between August 2012 and December 2014, including story development and merchandise placement. Also consulted on advertising and branding initiatives, and conceived Blueprint: the Birmingham Home Collection to collectively market the district's more than 50 furniture and home accessories stores.

City of Grosse Pointe, Michigan, Downtown Development Authority

From May through December 2013 assessed the strengths and challenges of the upscale Detroit suburb's shopping district. Met stakeholders, consulted with merchants to enhance their branding, conducted media relations, conceptualized special events and presented the district's first-ever plan for branding, retail recruitment, streetscape enhancements and tenant retention. Civic and business leaders continue to incorporate my recommendations in their branding, media relations, retail recruitment and event planning efforts.

Art Van Furniture

Developed branding for Art Van's first-ever line of in-house designed furniture, and provided editorial services for its print advertising, catalogs and in-store promotional signage. Warren, Michigan-based Art Van is one of largest furniture retailers in the United States.

TEACHING

Oakland University, College of Arts & Sciences, Rochester, Michigan August 2015 – April 2017

As visiting assistant professor of journalism. Developed course syllabi for Introduction to Journalism, Feature Writing and Magazine Writing. Curriculum in all classes included discussions of news value, identifying sources, ethics, and the value of social media to drive traffic to news stories. In-class exercises emphasized writing for deadlines and space considerations, finding a voice, and vanquishing weak words, among other techniques.

My course content and teaching style garnered positive feedback from students. And through mentoring, a number of students found freelance writing projects with daily and weekly newspapers, monthly magazines, and social content platforms. Students also established social media brands for their creative content first developed in my classes.

College for Creative Studies, Detroit, Michigan

Winter Semester 2013

Taught the advertising department's first-ever copywriting course. Highlights of the curriculum included a semester-long project where students developed a branded product for which they wrote business profiles, product descriptions, advertising copy, and crisis communication pieces.

CLIENT SERVICE HIGHLIGHTS: COPYWRITER + CONTRIBUTOR**Better to Luxury Retail + Professional Services + Hospitality**

Conceptualized and wrote ad copy for, among others, Somerset Collection luxury shopping center in suburban Detroit, contemporary and vintage optical store OPTIK Birmingham and luxury women's apparel shop Tender, both in Birmingham, Michigan. Beyond crafting verbiage, work included developing themes and recommending images to accompany each piece.

Birmingham Eccentric (a Gannett-owned newspaper)

Contributed a bi-weekly column from December 2013 – April 2017. The original focus was retail and consumer trends, operating strategies, and professional development. Since late 2015 content highlights my classroom experiences. The column earns kudos from readers and editors for its conversational yet informative style, smart approach to sensitive topics, relevance and sagacious turns-of-phrase. Samples available at hometownlife.com/search/nakfoor/.

Advertorial + Editorial

Content has included special advertising sections — luxury homebuilders, fine dining establishments, food trends, and physicians, as well as the meeting and special event sectors — and editorial features about retail and lifestyle trends. Work has been featured in *HOOR Detroit*, Meetings & Events Publications, Jewish Renaissance Media (publisher of *Detroit Jewish News*), The Magazine Group (Washington, DC-based publisher of the former *Hi!* magazine produced under the auspices of the U.S. Department of State for young adults in the Middle East), and the non-profit Inclusion in the Arts “Non-Traditional Casting Project.” Samples available at edwardnakfoor.com.

EDUCATION

Wayne State University Master of Arts, Public Relations and Organizational Communication, May 1998

University of Detroit Bachelor of Arts, Public Relations, August 1990

AWARDS + HONORS

Society of Professional Journalists, Detroit Chapter
 Second Place, Business Reporting, “What’s in Store,” *Detroit Jewish News*, April 2002
 Third Place, Feature Writing, “Dance of the Unattached,” *Style Magazine*, January 2004

**Oakland University,
 College of Arts & Sciences**

Order of the Plume, excellence in teaching award (student nominated), 2015 – 2016 academic year
 Order of the Plume, excellence in teaching award (student nominated), 2016 – 2017 academic year

CORE COMPETENCIES

Technology + Social Platforms: Mac proficient, Microsoft Word, PowerPoint, Adobe, Excel, Instagram

Personal Interests: Physical fitness, cultural trends, international politics and business, linguistics, reading, cooking

Professional Strengths: Well read and highly informed about education, lifestyle, cultural, business and political influences and influencers, regionally, nationally and globally; public speaking; strategy development; creative communication; and creating interdisciplinary cooperation among diverse interests and individuals