

# JOSEPH ANTHONY UNGOCO

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United States of America

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## **PROFESSIONAL EXPERIENCE**

I offer over ten years of direct experience and functional expertise in brand leadership and strategic planning. I built my experience and expertise progressively as I moved from the direct provision of healthcare to the development and implementation of State and Federal health policy. I currently provide expert consulting services to clients in the healthcare, public health/safety, health/fitness, and fashion/beauty industries through my company, ICON Consulting Services, Inc.

A few of my notable competencies are as follows:

### **Brand Leadership and Strategic Planning**

- Developed a brand leadership plan for a global government client. Developed a brand identity and implemented brand-building programs to measure baseline customer satisfaction, increase customer satisfaction, and monitor program progress and success. Developed and taught a customer service curriculum to service professionals worldwide.
- Developed and implemented strategic plans to streamline clients' organizational structures, increase productivity, reduce costs, and maintain top quality standards and employee morale.

### **Marketing and Public Relations**

- Developed a marketing strategy and plan to increase public awareness of government employment programs for people with disabilities.
- Designed and executed multiple public relations campaigns incorporating video, promotional materials, web sites and multimedia presentations for various clients.

### **Multimedia and Virtual Operating Environments**

- Leveraged technology to develop and deliver powerful multimedia presentations.
- Developed, tested, and operated a virtual office model, allowing employees to work from anywhere and setting a new operational standard for the company.
- Managed a virtual work team using web-based technology to conduct virtual meetings of functional, programmatic, and technical experts nationwide.

### **Communications Planning and Public Relations**

- Ad-hoc assignments as a Publicist with Factory Communications, Inc., a fashion and beauty public relations firm, based in New York.
- Conducted "desk-sides" to present client lines to editors
- Secured editorial coverage for clients' products and lines with local, national, and international print media.
- Managed product traffic between clients and editors, media representatives, and photographers.
- Coordinated special events to showcase client products.

A detailed chronological summary of my projects and responsibilities is available upon request. \_\_

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## CHRONOLOGICAL SUMMARY OF EMPLOYMENT

<u>Agency</u>	<u>Date</u>	<u>Title</u>
ICON Consulting Services, Inc.	Jan 01 to Present	President/Founder
Factory Communications, Inc.	Jul 99 to Jan 01	Freelance Publicist
Birch & Davis Associates, Inc.	Jun 97 to Jul 99	Senior Consultant/Project Director
Birch & Davis Associates, Inc.	Nov 95 to May 97	Consultant/Senior Systems Analyst
Whitman-Walker Clinic	Oct 95 to Nov 95	Director of Development for Major Gifts
Whitman-Walker Clinic	Jun 95 to Oct 95	Assistant Director of AIDSWalk
Whitman-Walker Clinic	Oct 94 to May 95	Development Assistant
Commonwealth of Massachusetts	May 93 to Aug 93	Legislative Assistant/Policy Analyst
World X Magazine	Aug 91 to Jul 92	Editor/Contributing Writer
Velvet Smooth Productions, Inc.	Jan 91 to Aug 91	Vice President of Marketing and Productions

## EDUCATION

Boston University, Graduate School of Management, 1994, MBA Cum Laude, Health Care Management  
Dual Foci: Health Care Marketing and Health Care Finance  
Boston University, College of Graduate Studies, 1990, MA Cum Laude, Medical Sciences  
Master's Thesis Topic: Nutritional Interventions in HIV and AIDS Management.  
Boston University, College of Liberal Arts, 1988, BA Cum Laude, Medical Sciences,  
Minor in Comparative Religions, Divisional Concentration in Microeconomics

## PUBLICATIONS/PRESENTATIONS

Ungoco, Joseph A. *The Changing Nutritional Needs of HIV-Infected Persons from Seroconversion to AIDS*. Prepared in partial fulfillment of the requirements for the degree of Master of Arts within the College of Graduate Studies at Boston University. Presented at the Tri-School AIDS Symposium. Cambridge, MA. 1992. Presented at the International Conference on AIDS. The Hague, The Netherlands. 1992.

*Veteran Focused Internet Redesign Project: A Report on the Study of Web Site Content Software Tools*  
This recently published report of a study conducted for the Veteran's Administration can be viewed online at:  
<http://www.birchdavis.net/vaweb2/cosset/index.htm>

## REFERENCES

A comprehensive listing of relevant references is available upon request.