

Earl K. Sewell

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Qualifications Profile

Strategic communications expert with a diverse background in public health, higher education, publishing, online learning, and project management. Proven ability to leverage strategic initiatives to achieve organizational goals, streamline processes, and engage audiences effectively. Adept at cross-functional team leadership, digital strategy, content development, and multimedia production. Skilled in working in multicultural environments and seeking opportunities that involve global travel and collaboration.

Education

Master of Fine Arts: Creative Writing - Goddard College, Plainfield, VT

Bachelor of Arts: Interdisciplinary Studies - Columbia College Chicago, Chicago, IL

Professional Experience

American Dental Association

Manager, Council Programs Administration, Center for Public and Population Health (2022-Present)

- Led editorial direction for Council Oral Health Newsletter, resulting in a 70% increase in content engagement.
- Produced multi-media marketing and promotional materials for public health initiatives, in collaboration with the Colgate Palmolive Company driving increased awareness of public health initiatives.
- Orchestrated logistics for high-profile conferences at the American Dental Association, ensuring seamless execution for workshops with up to 500 attendees.

Council Specialist, Council on Ethics, Bylaws, and Judicial Affairs (2010–2022)

- Pioneered an Ethics and Professionalism Podcast, increasing awareness by 40% within the dental profession.
- Executed a social media campaign targeting dental students, enhancing their understanding of healthcare ethics.
- Optimized internal communications and managed key stakeholder relationships for dental ethics initiatives.

Harlequin Books

Best-Selling and Award-Winning Author (2002-2015)

- Published 25 novels, establishing a recognizable brand presence and achieving placement on numerous best-seller lists and winning literary awards.
- Developed multimedia content and marketing programs that boosted sales in national and public libraries.
- National Book Tour with Walmart: Traveled across the Midwest with a group of 12 authors. Conducted book signings and interacted with customers at various Walmart stores, enhancing author visibility and increasing books sales by 80%.

Freelance Media and Audiobook Production (Contract Work)

Dreamscape Media, Recorded Books, and Learning Ally

- Narrated and produced 24 audiobooks across genres including historical fiction, memoir, mainstream fiction, and children's books.
- Performed audio engineering, ensuring high-quality production for platforms such as iBooks, Audible, Amazon, and other digital platforms.
- Leveraged cutting-edge AI-driven marketing tools to create and execute promotional campaigns, increasing audiobook engagement and sales by 30%.
- Collaborated with publishers and media outlets to produce and distribute high-quality audio content.

Producer and Creator of Audio Drama Podcasts (*Manhunt*, *Lennie Gray*)

- Developed and produced original audio drama series, overseeing scriptwriting, voice direction, and sound design.
- Managed distribution on major podcast platforms, growing audience engagement globally by 200% through creative marketing strategies.

Selected Speaking Engagements

- **NAACP:** Delivered an address on the social impact and community response in Chicago following Dr. Martin Luther King Jr.'s assassination in April 1968 to an audience of 500 attendees.
- **Book Expo America:** Addressed publishing professionals on launching a new young adult book line, contributing to a 90% increase in brand awareness.
- **Borders and Walden Books Sales Conference:** Promoted my author brand to the sales force, positioning myself as a marketable and recognizable author figure, similar to established author brands like James Patterson and Stephen King, to drive visibility and support within the book publishing industry.
- **Speaker: Atlanta, California, Chicago, Florida, New York, and Pittsburgh, Public Schools:** Addressed over 10,000 students on the transformative power of reading. Presented as author whose young adult titles were included in the assigned reading curriculum for one of the largest school districts in the country resulting in a 90% increase in literacy program participation.

Teaching Experience

Adjunct English Instructor - Harold Washington College (2015–2019)

English Composition and Public Speaking Professor - Ivy Tech Community College (2015–2019)

- Developed and delivered comprehensive courses in English composition, public speaking, and literature, focusing on critical thinking, audience analysis, and effective communication.
- **Online Associate Professor of Literature - Ashford University (2015–2016)**
- Taught British Literature, exploring diverse genres and periods, and fostered critical analysis among students.