

Margo Berman Curriculum Vitae
3351 NE 164 Street, North Miami Beach, FL 33160
Phone: (305) 949-7711 Cell: (305) 318-6427
bermanm@fiu.edu

EDUCATION

University of Miami, 1974-1977, Post-graduate work in Music History
University of Miami, 1974, Master of Music
University of Miami, 1971, Bachelor of Music

FULL-TIME ACADEMIC EXPERIENCE

Professor, 1995-present, Florida International University

COURSES TAUGHT AT FIU (*designed & developed)

- Creative Concepts (U) On-site & Hybrid*
- Advanced Print Concepts (U)
- Writing for Radio & Television (U)
- Publication Editing & Design (U)
- Creative Strategies (G) On-site & Online*
- Advanced Concepts in Ad Copy & Design (U)*
- Apps, Arts and Issues: APP-lying Digital Communication to the Arts (U)*
- Writing Strategies (U)
- Advanced Public Relations Writing (U)
- Trends in Graphics & Design (G)
- Integrated Communications Campaigns (U)
- Creative Entrepreneurship (U)*
- Advanced Creativity: Portfolio Workshop (U)*

PART-TIME ACADEMIC EXPERIENCE

Part-time Professor, 1994-1995, Florida International University
Adjunct Professor, 1987-1992, Florida International University
Adjunct Professor, 1992, Barry University, Advertising Copywriting
Adjunct Professor, 1975-1976, Miami Dade Community College

PROFESSIONAL & CREATIVE EXPERIENCE:

President - Creative Catalyst Unlock The Block, Inc., 1997-present (formerly: Margo Speaks)
Innovative Creativity & Marketing Training Materials
Invented innovative fit-in-your-pocket patented business-training tools

Clients Included:

Alamo Rent A Car, American Press Institute, eServ Travel Value Network, American Express, American Savings and Loan, CareFlorida, Clientele Cosmetics, Coral Gables Hospital, Interim, MDR Fitness Tabs, National Association of Women Business Owners, Pizza Hut, Society for Newspaper Ad Design, US Century Bank

Training Seminars Topics Included:

Advertising: Measuring Advertising Effectiveness; Creative Ad Design; Marketing on a Shoestring Budget, Multicultural Marketing; Color, Size and Placement of Ads; New Trends in TV & Film, Wow 'em With Ads That Sell

Creativity: Creative Thinking, Thinking Outside Your Own Haircut, Creative Problem Solving

Writing: All the Write Stuff, Better Business Writing, How To Write Radio Spots, Writing for TV

President - Margo Berman Creative Services, Inc., 1985-1992
Full-service advertising, marketing and promotions

Clients Included:

Banana Boat Sun & Skin Care, CommerceBank, Central Bank, MDR Fitness Corp., Weight Watchers, Florida Power & Light, Charles Jourdan, Southern Bell, Kids in Distress, Miami Project to Cure Paralysis, Diabetes Foundation, YMCA, Children's Home Society

President - Global Impact Inc., 1992-1997
Multi-lingual, international advertising, marketing and public relations

Radio Host - 1977-1978

Produced and hosted weekly radio talk show: "Artists About Themselves,"
Sponsored by Financial Federal Savings and Loan, Miami

PUBLICATIONS

PROFESSIONAL JOURNALS

Stuhlfaut, Mark and Margo Berman. "Rethinking Learning Objectives of a Campaigns Approach to Advertising Capstone Courses." *Journal of Advertising Education*, Spring 2010, 46-52.

Stuhlfaut, Mark and Margo Berman. "Pedagogic Challenges: The Teaching of Creative Strategy in Advertising Curricula." *Journal of Advertising Education*. Fall 2009, 48-52.

Berman, Margo. "Tips for Developing Sticky Taglines." *Journal of Advertising of Education*, Spring, 2002, pp. 54-57.

Berman, Margo. "In Advertising, Don't Write Copy, Compose a Sonata." *Journal of Advertising of Education*, Fall, 1999, pp. 57-59.

Berman, Margo. "Teaching the Inner Rhythm of Writing Through Speech Analysis, Poetic Effects and Popular Lyrics." *Journal of Advertising Education*, Fall, 1997.

ARTICLES

Berman, Margo. "Mental Flexibility: Be More Open to New Ideas," *Leadership Excellence*, April 2009, p. 8.

Berman, Margo. "The Use of Music in Advertising." *Encyclopedia of Advertising*, Spring, 2003, pp. 1103-1112.

Berman, Margo. "History of Typography." *Encyclopedia of Advertising*, Spring, 2003, pp. 1579-1584.

Berman, Margo. "Testing Employees Before Hiring Them." *South Florida Business Journal*, June 3, 1994, p. 17A.

Berman, Margo. "Business Growth Through Direct Marketing." *South Florida Business Journal*, May 6, 1994, pp. 19-20.

Berman, Margo. "Tips For Tycoons." *Professional Communicator magazine*, April, 1992 p. 19.

PRESENTED PAPERS AND PROCEEDINGS

Berman, Margo. "Tap into the App: Classroom use of Margo's *Advertising tactikPAK* and *Copywriting tactikPAK*," presenter, AEJMC, Aug. 4, 2016, Minneapolis.

- Berman, Margo. "Just off the Vine: Instantaneous Image Sharing and New Challenges to Copyright Law, Media Practices and Marketing," co-chair and panelist on panel discussion, AEJMC, Aug. 6, 2015, San Francisco.
- Berman, Margo. "TactikPAK™ - A Library of Digital Learning: Patented, Interactive Series as Applications and e-Books," presenter, Twelfth International Conference on Books, Publishing and Libraries, Simmons College, Boston, MA Nov. 9, 2014
- Berman, Margo. "Thinking Outside the Silos: Teaching Creativity and Innovation for Strategic Communication, chair and panelist on panel discussion, AEJMC, Aug. 7, 2010, Denver.
- Berman, Margo. "Navigating the new world of copyright," panelist, AEJMC, Aug. 4, 2010, Denver.
- Berman, Margo and Mark W. Stuhlfaut – "Crossed Swords: The Teaching of Creative Strategy in Advertising Courses," AEJMC, Aug. 5, 2008, Boston.
- Berman, Margo and Michael Maynard – "Toward a more Efficient Brainstorming: The Optimal Number of Wild Thoughts to Successful Ideas in an Advertising Exercise," AEJMC, Aug. 6, 2008, Chicago.
- Berman, Margo, David Weinstock, Teri Gamble, Mike Gamble, and Paul Taggart, with Jack Zibluk, Moderator. "Entrepreneurship in the Classroom," AEJMC National Conference Washington, D.C. Panel Discussion (August 2007).
- Berman, Margo and Lynne Farber. "The Bug to Catch" (Viral Marketing). The International Public Relations Society of America, Salt Lake City, Utah. Nov. 14, 2006.
- Berman, Margo. "Mental Peanut Butter™: 16 Tips for Sticky Slogans." *The International Academy Business Disciplines, Business Research Yearbook*, Santa Monica, California. March 2002, Vol. IX, pp. 56-59.
- Berman, Margo and Kathleen V. Donnelly. "Re-energizing Your Courses Creatively." *The International Academy of Business Disciplines, Business Research Yearbook*, Vol. VI, 1999, p. 48.
- Falk, Louis K., Jones, Robert, Berman, Margo and Dawn Foster. "Advertising and Public Relations Programs and the Web." *The International Academy Business Disciplines, Business Research Yearbook*, Chicago, Illinois. March 1998, Vol. V, pp. 31-33.
- Berman, Margo. "Teaching Grammar Through Lyrics, Film and Literary Quotes. The Grammar Controversy." *American Society of Business and Behavioral Sciences*, Las Vegas, Nevada. Feb. 1998, Vol. 10, pp. 67-73.
- Berman, Margo and Lynne Farber. "The Bug to Catch" Public Relations Society of America International Conference, Nov. 14, 2006.

BOOKS (All are available worldwide.)

- Berman, Margo. *The Blueprint for Strategic Advertising: How Critical Thinking Builds Successful Ad Campaigns*. Burlington, MA: Routledge/Francis & Taylor Group, 2016.
- Berman, Margo. *tactikPAK* Berman, Margo. *tactikPAK™: A Digital Library of Learning, an educational series in nine disciplines: Advertising, Copywriting, Creativity, Design, Presentation, Promotion, Public Relations, Resume and Writing*. Amazon, Oct. 2014.
- Berman, Margo and Richard Israel. *MetaMind Yoga: Amazing Journey to a Joyful Life*. E-book and print on demand. Amazon and iTunes, Dec. 2013.
- Berman, Margo. *The Copywriter's Toolkit: The Complete Guide to Strategic Advertising Copy*. Malden, Maine: Wiley-Blackwell Publishing, August 2012.
- Berman, Margo. *Street-Smart Advertising: How to Win the Battle of the Buzz*. Boulder: Rowman & Littlefield Publishers, September 2006, revised Aug. 2010, **also in Russian**.
- Berman, Margo and Robyn Blakeman. *The Brains Behind Great Ad Campaigns*. New York: Rowman & Littlefield Publishers, September 2009.

[Margo Berman Books](#)

DIGITAL, EDUCATIONAL MATERIALS: APPS AND EBOOKS

Berman, Margo. *tactikPAK™*: A Digital Library of Learning, as ebooks (above) and apps:

- *Copywriting tactikPAK™* app, Nov. 2014 (iTunes) and June 2015 (Google Play).
- *Advertising tactikPAK™* app, May 2015 (iTunes).

iTunes:

- [Advertising tactikPAK](#)
- [Copywriting tactikPAK](#)

Google Play:

- [Copywriting tactikPAK](#)

WEBSITES

www.tactikPAK.com

www.MentalPeanutButter.com

www.MetaMindYoga.com

www.UnlockTheBlock.com

WEBINARS

Berman, Margo. "Street-Smart Advertising," 6-part series, February 6 - March 13, 2007.

Berman, Margo. "More Street-Smart Advertising," 6-part series, May 1- June 5, 2007.

Berman, Margo. "Street-Smart Advertising: Win the Battle of the Buzz," May 17, 2007.

Berman, Margo. "Mental Peanut Butter®," Nov. 16, 2006.

TELESEMINARS

Berman, Margo. "The Bug to Catch: Viral Marketing," Biz Summits, Feb. 18, 2009.

Berman, Margo. "Mental Peanut Butter®: For Branding that Sticks to the Roof of Your Brain," July 1, 2008, Biz Summits; Society of Human Resource Management, April 26, 2007.

Berman, Margo and Lynne Farber, "Viral Marketing: The Bug to Catch," June 18, 2008, National Public Relations Society of America.

WORKS IN PROGRESS

BOOKS AND EDUCATIONAL MATERIALS:

Berman, Margo. *Advertising tactikPAK™* for Google Play.

BOOK REVIEWS

Reviewed several textbooks for publishers' acquisition consideration process, including: Hines, Lauterborn. *Strategy and Tactics in Print*. Chicago: Racom Communications, 2009.

ARTICLES

Berman, Margo and Mark Stuhlfaut. "Idealism Versus Reality: An Analysis of Pedagogical Approaches to Advertising Courses." *Journal of Advertising Education*.

Berman, Margo and Mark Stuhlfaut. "Rethinking Learning Objectives of a Campaigns Approach to Advertising Capstone Courses." *Journal of Advertising Education*, Spring 2010, 46-52.

Berman, Margo. "The Wonder of Webinar Marketing."

Berman, Margo and Lynne Farber. "Don't Through Out the Baby with the Bath Water."
Berman, Margo. "Teaching the Creative Process for Campaign Concepts. From So-So to Oh,
Wow!"
Berman, Margo. "How Zen Can Shape Creative Thinking."

***PROFESSIONAL HONORS, PRIZES, FELLOWSHIPS
UNIVERSITY***

2009 Dean's Summer Research Award
2008 Dean's Summer Research Award
2006 Dean's Award for Outstanding Faculty Member
2006 Award of Excellence for Exceptional Research/Scholarly/Professional Activities –
School of Journalism and Mass Communication
2005 Kauffman Faculty Scholar
1999 FIU Teaching Award
1999 TIP Award - State of Florida

PROFESSIONAL/CREATIVE AWARDS

Business Book of the Month June 2008 issue *Delta Sky Magazine*
2008 Clarion for Educational Reference for two, 6-part CD webinar series:
- *Street-Smart Advertising*
- *More Street-Smart Advertising*
2008 Outstanding National Student Advisor (Women in Communications)
2006 Clarion for Creative Curriculum for Kauffman Entrepreneurship course
2005 Clarion for AWC Student Chapter Web site www.fiu.edu/~awc
2003 Clarion for Web site www.unlocktheblock.com
2001 Woman of the Year (Education Communication, Women in Communications)
1998 Honorary Member of National Mortar Board
1997 Outstanding Community Service Award - Child Hope
1995 Outstanding National Student Advisor (Women in Communications)
1995 Chapter Headliner (Women in Communications)
Bronze Telly Award
2 Andy (Certificates of Merit)
6 National Clarion Awards
Addy Award (Distinction)
Gold Angel Award
Angel (Certificate of Merit)
Clio Award (Finalist)
Big Mike (Finalist)
ACE Award of Excellence
2 ACE Awards of Merit
11 FAME Awards
Bronze NAAN Award
Silver National Builders Association
Bronze International Film Festival
International Radio Festival
4 FAME Merit Awards
John Caples Award
27 Silver Microphone Awards
U.S. Television Commercial Festival (Certificate of Outstanding Creativity)

DEPARTMENTAL MENTORING

Founder of two student creative groups: The CREATivators and The THINKivators.

Slogan: *For Innovative U.* (F.I.U.)

Facebook page launched: www.facebook.com/creativators. Students work with real-world clients and have a site to post creative work. (2013-present)

Founder of a new “thinkatory” for interdisciplinary, portfolio-building projects. The multi-disciplinary THINKivators includes students from the arts, communication and computer science programs, who work collaboratively to create digital solutions for social-cause clients. (2017-present)

Creator of Margo Berman Creativity Scholarship (2005-present)

Women in Communications Student Chapter Advisor (1995-2013)