

HUGO H. OTTOLENGHI

E-mail: ottoleng@fiu.edu
Telephone: (561) 818-2946

ACADEMIC EXPERIENCE

Florida International University, North Miami Beach, FL (2005-present)

Instructor of communications and journalism teaching public relations, mass communications and journalism classes at the undergraduate and graduate level. Adjunct faculty member for 12 years. FIU certified in online and hybrid instruction. SEO certified by SEMrush.

Instruction

- Writing for Public Relations (PUR 4100) Spring 2014 to present
- Advanced Public Relations Writing (PUR 4106) Summer 2015 to present
- Applied Media Communications Skills (MMC 6412) Spring 2016 to present
- Crisis Communication (PUR 6935) Spring 2019
- Internship in Communication Arts (COM 4940) Fall 2019
- Writing Strategies for Mass Communication (MMC 3104C) Fall 2005 to summer 2017
- How We Know What We Know (IDS 3309) Spring 2014-2018
- Writing Fundamentals for Communicators (MMC 3123) Fall 2017
- Editing and Layout (JOU 3202) Fall 2007
- News Reporting and Writing (JOU 3117L) Fall 2006

Course development

- Designed fundamentals of writing and visual communication course for students with concentrations in advertising and public relations in fall 2018.
- Designed and launched the online section of PUR 4106 in spring 2018; launched and help design MMC 3123 in fall 2017; designed and launched online section of IDS 3309 in fall 2017; designed and launched hybrid section of PUR 4100 and 4106 in fall 2017; designed and launched and co-developed the master's degree program in business journalism (discontinued).
- Added Cision certificate program to PUR and COM courses.

Service

- Authored self-evaluation for accreditation with Association for Education in Journalism and Mass Communication. Accreditation renewed in Spring 2016.
- Authored program review self-study for SCJ in 2016-2017. Review completed.
- Serve as official PRSSA chapter advisor
- Presented talk on behalf of GSC and PRSSA at 2019 PRSSA National Assembly
- News Editor/Advisor to South Florida News Service 2014 to present
- Judged American Jewish Press Association Simon Rockower Awards competition in 2018 and 2019
- SCJ/PRSSA liaison with PRSA Miami, PRSA Greater Fort Lauderdale and PRSA Palm Beach
- Mentoring four SCJ adjunct instructors across three courses in 2017-2019

- Served as marketing coordinator in summer-fall of 2012 and 2013, improving communications with students, faculty, alumni, media companies through social and other online media, and planned events for major corporations and donors.

Indian River State College, Fort Pierce, FL (2009-2015)

Adjunct professor of journalism teaching multimedia news reporting and writing class using original curriculum developed to reflect changing media landscape.

EDUCATION

University of North Carolina at Chapel Hill, School of Media and Journalism
Master's degree, May 1984

Swarthmore College, Swarthmore, Pa.
Bachelor's degree, May 1978

PUBLIC RELATIONS, MARKETING, COMMUNICATIONS AND ADVERTISING

President, Ottolenghi Media (November 2008 to present)

Ottolenghi Media creates and executes customized communications for businesses and professionals. The firm uses online and traditional marketing, public relations, and advertising campaigns to increase revenue and reduce costs. The firm produces content for the Web, blogs, social media, broadcast and print to attract and retain customers. Each visual and written element is matched to client needs for the highest return on investment. (website: www.ottolenghillc.com)

Senior Consultant, Boardroom Communications (2009 to present)

Develop and execute public relations, marketing and advertising campaigns with Boardroom executives and account representatives for clients in retail businesses and legal, financial and real estate professions. Client services include: writing press releases, opinion articles, advertorials, news summaries and blog posts; videos; social media; custom research; narrated presentations; and pitching stories to news media.

Senior Associate, Pat Williams & Associates (November 2008 to present)

Develop and execute public relations, marketing and advertising campaigns for businesses, research institutes and non-profit organizations, and for clients in the legal profession. Client services include: thought articles, advertorials, news summaries, blog posts email blasts and recorded messages; custom research; social media; advertising; pitching stories to news media; and producing events.

Scripps Treasure Coast Newspapers, Stuart, FL (April 2005-November 2008)

Led team of reporters in coverage of real estate, business and law. Wrote and edited content for website, daily newspaper and twice-monthly business magazine. Directed planning for in-depth stories, coached writing in four newsrooms and taught staffers how to research public records.

The Daily Business Review, Miami, FL (1997- April 2005)

Directed six reporters in three bureaus covering real estate, banking and development issues for South Florida daily newspaper owned by ALM, formerly American Lawyer Media. Edited weekly,

monthly and special sections, developing content and managing freelance writers. Represented newspaper at business meetings, seminars and conferences. Helped plan and moderate Review-sponsored seminars.

Bank Rate Monitor, North Palm Beach, FL (1984-96)

Directed editorial and research operations as vice president of company now known as bankrate.com. Managed reporting and research staff that produced four publications and provided news, analysis and data to more than 50 million consumers and 30 news organizations including The New York Times, The Wall Street Journal, Money Magazine, Consumer Reports, Associated Press, CNN and CNBC. Clients included national banks, brokerages and The Federal Reserve.

The Nightly Business Report, Miami, FL (1983-1984)

Associate producer and chief writer for the nation's first daily business newscast.

PUBLISHING

Complete Idiot's Guide to Managing Your Money, Penguin (March 2005)

Co-authored fourth edition of the personal finance book with business writer Christy Heady and national newspaper columnist Robert K. Heady. Prepared chapters on financial planning, investment strategies, retirement planning, taxes and insurance.

Parents' Guide to Money, Quicken/Intuit (1995)

Co-authored CD-ROM with USA Today reporter and mutual fund columnist John Waggoner. Created interactive content that guides parents with a new child on money management, including topics such as saving for college, choosing health care plans, budgeting and life insurance.

BUSINESS

Vision360 Inc., Palm Beach Gardens, FL (2001-present)

As consultant to newspaper management, analyzed The Nassau Guardian's operations and identified growth opportunities. Trained editorial staff and advised publisher of the Guardian, the largest circulation newspaper in the Bahamas. Conducted classroom instruction and held one-on-one feedback sessions with reporters. Guided editors on the introduction of special features.