

What Others Say About Joseph Cockrell

Joe is a true PR professional, and I am most impressed with his ability to seamlessly grasp all things social and apply this ever changing media to traditional business challenges. His unique style of storytelling helps brands build personality, along with loyalty. His ability to generate unique, fresh content in a timely news reporter style is remarkable. **Celia Ffrench, Vice President of Marketing, West Coast University**

Surely, Joe's record speaks for itself but what is most striking about Joe is his overwhelming enthusiasm for the project in front of him. He's not a 9-5'er, he lives and breathes this stuff. His creativity, ability to create opportunity and get the job done are great assets. Joe doesn't "do" PR, Joe IS PR. **Amanda Blum, Owner, Howling Zoe Productions**

Joe has really put in the effort needed to start getting my firm noticed by media, with the expected positive results that such hard work brings. He is easy to work with, has quickly adapted to my own personal idiosyncrasies, and is committed to my firms short and long term success. **Robert Nagle, Founder and Managing Partner, Nagle Law Group**

A natural-born connector of people and ideas, Joe is an enthusiastic, conscientious and innovative public relations resource. He not only knows how to manage a story, but how to shine new light on a brand or company through careful, strategic public relations. **Lora Dow, Vice President, Donor By Design Group**

Joe is one of the best PR professionals in the business. He knows just what to do, who to call, and how to make things happen. His ability to connect and be on point is one of the traits that differentiates him from others. Joe's creativity combined with his empathy and intelligence make him one of a kind. **Dr. Susan Pailet, Chief Academic Officer at American Career College**

Joe is a true PR & social media expert in an ocean of imposters. We've worked closely together over the past year at Brandman U where Joe has done an amazing job securing unprecedented broadcast media and print opportunities, creating the University's blog, increasing our social media presence across platforms, and producing an endless # of highly professional videos featuring Brandman students and staff. Joe is passionate about PR and higher education. He's an infinite source of energy and ideas with the experience and skill to turn those ideas into real results. **Rita Ortiz (former supervisor), Brandman University**

Joe is a talented public relations professional, who's a storyteller with a great understanding of PR, and how the news cycle works. His creative ideas for both written and video stories generated far-reaching positive media coverage - both locally and

nationally, online, in newspapers and magazines, on radio and on TV, as well as on social media. Joe is easy to work with, high energy, and willing to go the extra mile to 'get the interview' or 'shoot the video' that will turn an ordinary story into something special. His background in TV news allows him to work well under deadlines, voice over his stories and edit them, and act as a spokesman appearing on-camera. I highly recommend Joe if you are looking for a top-notch public relations pro! **Margo Myers, Former News Anchor, KIRO-TV**

Joe was the most integral member of the communications team that I led at Marquette University. As a manager, you want someone on your team who will take a project and truly own it. That is Joe. He is tenacious, creative, and one of the most passionate people I have ever worked with. Joe's biggest strength is in his uncanny ability to create and maintain strategic relationships. I have seen them pay off time and time again. If I were forming a PR team in the future, Joe would be my first call. **Ben Tracy, Correspondent, CBS News**

Joe Cockrell was an enthusiastic and integral volunteer member of our early efforts to promote Pursue the Passion. His connections, industry knowledge and hustle not only enabled him to effectively promote our project but catalyzed our own efforts to follow his example. **Zack Hubbell, Vice President, Pursue the Passion**

Joe did a phenomenal job taking PR to the next level when we worked together at University of Phoenix; he is a dynamic leader who knows how to successfully manage a complex team. Since then, I've always been impressed with Joe's success and how smooth he is when he's doing the morning show circuit. **Brian Mayer, Vice President of Marketing, University of Phoenix**

I had the pleasure of working with Joe when he was in public relations at Marquette University in Milwaukee. And, Joe delivers. Whatever you need to make the story come alive, Joe would bend over backwards to help. He's somebody that can get it done and quickly! **Chris Goodman, News Anchor/Reporter**

Joe has been an invaluable contact... he has been a great source for story ideas during the economic downturn and has helped my station with several story ideas about the job market. The best part about working with Joe is the enthusiasm he brings to his work. **John Garity, News Executive Producer**

I had the distinct pleasure of working with Joe in a highly charged, politically diverse, extremely high-profile position. In spite of the pressures on the role, Joe carried himself with poise, delivering outstanding results for the organization. He's been tested under fire and has proved himself repeatedly as an invaluable member of the communications team. **Pete Wright, Founder, Fifth & Main**

Joe is a go-getter with as many ideas as you need and he executes them with integrity, excellent strategy and ability. He is a very giving person as well and puts his soul into his work. Besides his volunteer work with non-profits, he brought us an idea and implemented it without even knowing whether we were going to hire him as a consultant. I highly recommend him. **Jeffrie Story, Director of Marketing, AirWare**

Joe is the consummate media/public relations professional. Every interaction with Joe is positive and results-focused. Joe was a key facilitator that helped us develop strong personal relationships with media outlets in the greater Houston area, generating ROI far beyond his direct effort with us. I highly recommend Joe to his potential employers and clients. He's a great asset to any PR effort, and he will not let you down! **Peter Difulipantonio, Vice President, Jobing.com**

Joe has a knack in delivering great results and brings tremendous value to the organization he represents through use of his networking channels, relationship building skills and pure determination. With a constant smile and good word to share, he is a great team member of any and all who have the opportunity to work with him. **John Mathern, Events Director, Jobing.com**

Joe had an instrumental role in several high-profile projects, including our first corporate branding campaign, the naming rights for the University of Phoenix Stadium, and he spearheaded important organizational research on our market demographics. Joe is a gifted writer, creative thinker, and he is passionate about public relations. He would be a tremendous asset for any organization. Joe is all about passion, vision, dedication, connections, and professionalism. Whether it's building or protecting a brand or launching a new product or service, Joe is the "Go To Guy." **Justin O'Brien, Director of Marketing Operations, University of Phoenix**

Joe is an awesome PR guy. He propelled the Jobing.com brand to a national level with key articles in the Wall Street Journal and the New York Times, and appearances on CNN, Good Morning America, FOX Business Network, and more! Joe is a natural leader who's fun to be around, and he has LOTS of great ideas. You'll like working with him, and he'll make your brand famous! **Joe Twohig, Media Consultant, San Diego**

If he isn't in Houston or San Diego or Miami or Denver or Las Vegas drumming up coverage, then he's got a CNN crew at the corporate headquarters or Good Morning America doing a piece... Joe never stops. He's the Energizer Bunny of public relations. **Mike Shaldjian, Vice President, Media Watch**

As an Emmy award winning journalist and network anchor and correspondent, Joe Cockrell has been an invaluable media resource. His commitment to providing pertinent, relevant, factual information in a timely manner has made him a consistent go to guy; especially while under deadline. His pitches are always timely and relevant and he's

known for going above and beyond to assist media. **Christina Brown, Anchor/Reporter, MSNBC, New York**