

Ed Schipul // CEO and President

Schipul - The Web Marketing Company
11757 Katy Freeway, Suite 930
Houston, TX 77079

Available online <http://schipul.com/eschipul/cv>

Employment

1997- Present	Schipul – The Web Marketing Company CEO and President	Houston, Texas
1995-1997	Lyondell Computer Analyst	Houston, Texas
1993-1995	Universal Computer Systems Regional System Consultant	Houston, Texas
1991-1993	Circuit City Stores, Inc. Operations Manager	Houston, Texas

Education

Texas A&M University B.S. Political Science // Minor in History (1990)	College Station, Texas
St. Mary's University Studied Electrical Engineering and Computer Science, (1985 – 1986)	San Antonio, Texas

Academic Affiliations

Houston Community College Technology Advisory Board Member, 2000 – Current	Houston, Texas
Houston Community College Adjunct Instructor, 1994 – 1998	Houston, Texas
Texas A&M, Mays Business School Guest Lecturer (Advertising and Leadership), 2005 & 2006	College Station, Texas
University of Houston Guest Lecturer (Entrepreneurship), 2006	Houston, Texas
Rice University Guest Lecturer (Intro to Advertising): 2006, 2008, 2009	Houston, Texas

Professional Membership and Activities

American Marketing Association
Houston Technology Center
American Advertising Federation
Only in Houston
NetSquared Non Profit Technology, Houston chapter leader
Houston Area League of PC Users
Houston World Affairs Council
National Eagle Scout Association

Publications

Saffir, Leonard (2006). "Internet Public Relations, the New PR", *PR on a Budget: Free, Cheap and Worth the Money Strategies for Getting Noticed* (Kaplan Business: New York), pp. 143 - 146

Schipul, Edward. "Winning over Web Users." Association News April 2006: 45

Schipul, Edward. "Emerging Web Site Technologies Enable Two-Way Communication." Houston Business Journal 21 April 2006: 14B

Schipul, Edward. "The Web's Next Generation: Web 2.0." PRSA Public Relations Tactics March 2006: 23

Schipul, Edward. "Lure New Patients with Search Engine Ads." Physicians Money Digest August 2005: 23

Schipul, Edward. "Search Engine Marketing Allows Targeted Outreach." PR Week 8 August 2005: 6

Schipul, Edward. "Adopt the Latest Results-Tracking Technologies." PRSA Public Relations Tactics November 2004: 18

Schipul, Edward. "Advertisers Should Not Overlook the Power of Internet Marketing." Houston Business Journal 28 May 2004: 29

Public Speaking

Invited speaker at advertising, communications, marketing, public relations and technology events, training seminars and conferences. Recent public speaking engagements include:

Clearpoint Creative

Ask an Expert: Free Forum on Social Media for Business

Houston, Texas

PRSA Travel & Tourism Conference

Houston, Texas

Social Media and the Houston Zoo: A PR pro's look into powerful online marketing tools

PRSA Gulfstream

Social Media and Storytelling for PR people

Fort Lauderdale,
Florida

Bill White for Texas Campaign

Social Media Training for Bill White's Senate Campaign

Houston, Texas

FreshArts Houston

Social Media for Arts Groups

Houston, Texas

Mom 2.0 Summit

Panel Moderation

Houston, Texas

Maryland Healthcare Strategy

Healthcare strategy for Social Media

Maryland

SXSWi Podcast

Non Profit Organizations and Social Media

Austin, Texas

LSACC Conference

Fundraising in a Social Media world

Woodlands,
Texas

PRSA Charlotte

Social Media Marketing and Search Engine Marketing

Charlotte, North
Carolina

Got Social Media Conference: Social Media for Non Profits -

Tapping into motivations of The People to change the world around us with online technology

Houston, Texas

Greater Fort Smith Ad Club

Fort Smith,
Arkansas

Blogs, Podcasts, Wikis, oh my! The ins and outs of growing your business online

Greater Houston Partnership CEOopportunities Workshop

Using the Web to build your business and grow your community

Houston, Texas

10th District American Advertising Federation Leadership Conference

The Effective Web site – Is your Web presence helping or hurting?

Houston, Texas

BullDog Reporter National Conference

Revolution in PR Technology: How Blogs, RSS, Wikis and Podcasting Are Transforming Corporate Communications

New York, NY

Central Michigan PRSA

Public Relations Technology workshop

L.A., California

Phoenix IABC

The Public in the Machine – using latest online PR tools

Lansing,
Michigan

Scottsdale CVB

Emerging Technologies for the Hospitality Industry

Phoenix,
Arizona

Houston IABC

Entrepreneurial Success on a Budget on the Internet

Phoenix,
Arizona

Orlando PRSA

Trends in Public Relations Technology

Houston,
Texas

Orlando,
Florida

NW Arkansas PRSA <i>Trends in Public Relations Technology</i>	Fayetteville, Arkansas
Tulsa PRSA <i>Trends in Public Relations Technology</i>	Tulsa, Oklahoma
Houston West Chamber of Commerce (HWCOC) <i>Web Marketing Design Fundamentals</i>	Houston, Texas
Oklahoma City PRSA <i>Using the latest tools that put PR in the driver's seat!</i>	Oklahoma City, Oklahoma
Little Rock PRSA <i>Trends in Public Relations Technology</i>	Little Rock, Arkansas
Refresh Houston <i>Are you ready for online emergency communications?</i>	Houston, Texas
Houston Advertising Federation (HAF) <i>Increase Qualified Traffic Through Search Engines</i>	Houston, Texas
Memphis PRSA <i>Increase Qualified Traffic Through Search Engines</i>	Lake Charles, Louisiana
Lake Charles Advertising Federation <i>Ad Federation: Blogs, Podcasts and RSS: the New Online Marketing</i>	Lake Charles, Louisiana
PRSA Southwest District Conference <i>New technologies panel and PR technology seminar</i>	Dallas, Texas
Dallas PRSA <i>Trends in Public Relations Technology</i>	Dallas, Texas
American Creativity Association National Conference <i>Harnessing the chaos to encourage collaboration and engagement with latest online technology</i>	Austin, Texas
Texas Lottery Commission <i>Humans in the Machine: Trends in Online Communication</i>	Austin, Texas
Offshore Technology Conference Marketing Seminar <i>Blogs, RSS and More – Harness the Power of the Internet!</i>	Houston, Texas
Texas Society Association Executives (TSAE) <i>Online Best Practices for Membership Management: How Does Your Organization Measure Up?</i>	Houston, Texas
Houston Technology Center <i>Revving Your Search Engine Marketing Motor</i>	Houston, Texas
Houston Society Association Executives (HSAE) <i>Online Best Practices for Membership Management: How Does Your Organization Measure Up?</i>	Houston, Texas
Direct Marketing Association of Houston <i>Best Practices for Membership Organizations Online</i>	Houston, Texas
Dallas - Ft. Worth American Marketing Association <i>Web Marketing 101 – Blogs, Wikis, Podcasts, Oh My!</i>	Dallas – Ft. Worth, Texas
Business Maker's radio program <i>Business Maker's Spotlight on Schipul – The Web Marketing</i>	Houston, Texas

Company

Awards and Honors

Aggie 100 (2005 & 2006)
Houston Fast Tech 50 (2005)
Houston Business Journal Book of Lists (2004-2006)
Schipul company WebAward (2005 & 2006)
Eagle Scout (1983)

Interests and Hobbies

Avid reader in sociology, politics, technology, marketing and public relations topics
Web marketing and social technology advocate
Blog: <http://eschipul.com>
Photography: <http://flickr.com/photos/eschipul>
Twitter: <http://twitter.com/eschipul/>
World traveler
Music enthusiast
Houston Area Runners Association
American Amateur Racquetball Association
