

# Tom LaRocque

---

3975 Zenobia St., Denver, Colorado 80212 - 303.522.1669 - Email: tom@larocque.biz

## SUMMARY

Public Affairs and Communications senior-level manager/supervisor with top-notch writing skills. A team player with personal credentials and ability to lead. Analytical, quantitative, exceptionally creative.

- Digitally savvy with the discipline of a trained journalist.
- Comprehensive financial sensibilities from personal investing.
- Media contacts and the ability to relate to journalists as peers.

## PROFESSIONAL EXPERIENCE

### ***Marketing communications specialist***

A contract position, in house and full-time  
DCP Midstream LLC, a ConocoPhillips subsidiary  
Denver, CO - 2008 to present

- Manage and write all content for quarterly employee publication, The Exchange. Featuring employee stories, field site profiles, gas processing technology. Managing contractors in graphic design, print, distribution.
- Managed and guided redesign of intranet employee web portal. Developed new front page emphasizing corporate strategy, employee profiles, company technology, industry news. Second-level pages and beyond with links to business software: HR benefits, daily field production data. Guided site usability testing, all in a challenging web environment built on the multi-functional Microsoft SharePoint.
- Internal and external communication duties include contributing to media and earnings releases, employee announcements amid a multi-facted corporate reorganization. Interacted with media on a field-based crisis affecting investor confidence and share price of DCP Midstream Partners (NYSE: DPM).

### ***Financial writer, individual investor in securities, real estate***

Self-employed, Denver, CO - 2005 to 2008

Media:

- Monthly articles on real estate investing in the Denver Post (continuing now) since January 2007. Covering property development, home buying, mortgage finance, foreclosure and related law, green building ([www.larocque.biz/media-realestate.htm](http://www.larocque.biz/media-realestate.htm)).
- PR and media consultant and writer serving energy, real estate, financial clients. Communications in print and online (example: [www.live-beleza.com](http://www.live-beleza.com)). Media releases with newswire distribution, frequent media contact.

Markets:

- Traded for my own accounts in stocks, commodity futures (2005-06).
- Fundamental research of energy, technology, emerging-market companies.
- Wrote a 200-page novel (unpublished) on foreign exchange markets and currency traders.

### ***Senior Communicator***

National Renewable Energy Laboratory, Golden, CO - 2001 to 2005

- Lead writer, project manager of many U.S. Department of Energy and other government communications: newsletters, magazines, fact sheets, white papers, web sites. Editor, 11 issues, Alternative Fuel News ([www.eere.energy.gov/cleancities/ccn/archive/archive.html](http://www.eere.energy.gov/cleancities/ccn/archive/archive.html)). Team Leader, managing workflow of more than 20 writers, editors, graphic designers, developers.

(continued)

***Corporate communications consultant, writer, project manager***

Denver, Chicago - 1996 to 2001

- Serving primarily Amoco Corporation (now BP). Articles, scripts, speeches, releases, manuals, brochures. Published ongoing newsletters and magazines. Subcontracted print and web design, printing, distribution.
- Produced sales- and employee-training videos, multimedia presentations.
- Automotive media consultant to leading PR agency: Leo Burnett USA, Chicago.
- Researched, wrote monthly performance updates for managed-futures commodity funds.

***Journalist***

Denver, Chicago - 1990 to 1996

- Contributing editor, New York Times Magazine Group's Snow Country magazine. Specialty in autos: buying, driving, travel ([www.larocque.biz/autowrite.htm](http://www.larocque.biz/autowrite.htm)); lifestyle, sports features ([www.larocque.biz/media.htm](http://www.larocque.biz/media.htm)).
- Articles in Motor Trend, Road & Track, Outside, Open Road, Ski Business, Redbook, Woman's Day, Men's Journal, Chicago Tribune, Chicago Reader, Denver Post.
- TV, video producer. Creator, writer, on-camera host, Colorado Car Talk. Non-commercial public-access cable show available weekly in 90,000 metro Denver homes (1994-95).

***Public Affairs Rep, staff writer***

Amoco Corporation, Chicago, IL - 1988 to 1990

- Managed editorial content and production for publications read by 50,000 employees, franchisees, retirees. Company news and features; releases, executive speeches, scripts. Petroleum exploration, refining, marketing.
- Editor, The Right Chemistry, magazine on formal quality-improvement at Amoco Chemical.
- Developed corporate mission and vision statements, communication strategies.
- Trained in quality management, crisis communications, financial writing

***Technical Editor***

**Automotive Service magazine**

Irving-Cloud Publishing, Chicago, IL - 1986 to 1988

- Articles on auto service and technology for professional technicians. Electrical, mechanical, fuel and ignition systems; steering and suspension, etc. Devised vehicle-specific service procedures.
- Certified in seven of eight categories, National Institute for Automotive Service

***Reporter, columnist, journalist***

Various newspapers, Idaho - 1982 to 1986

- Daily and weekly newspapers including the Post Register (Idaho Falls), Idaho Mountain Express (Ketchum/Sun Valley), Wood River Journal (Hailey).
- Covered environment, education, government, courts. U.S. Senate and congressional elections, national conservation issues, local politics. Editorial writer and columnist.
- Excellence Award, column-writing, Idaho Press Association, 1984.

**EDUCATION**

1982 ~ University of Wisconsin-Madison, Bachelor of Arts, News-editorial Journalism

1990 ~ Northwestern University-Kellogg Graduate School of Management, Chicago. Coursework in finance, strategic planning and marketing, managerial and tax accounting.

**COMPUTER SKILLS**

*Expert: Excel, Access - integrated spreadsheet and database skills.*

*Intermediate: FrontPage web design; PowerPoint presentations.*

Experienced in digital video, audio editing; video and still photography.

***More than 100 work samples at [www.larocque.biz](http://www.larocque.biz)***