

SUMMARY

Writer, content manager, course developer, and journalist with expertise in real estate and investing; cars and transportation; energy, oil and gas, alternative fuels and vehicles, solar, wind, geothermal. Experience trading, investing, course development in stocks, options, commodity and currency futures.

PROFESSIONAL EXPERIENCE

Real estate investor, writer, investment-training content developer

Self-employed at DenverHousePros LLC – January 2010 to present

- Active investor and landlord evaluating and purchasing properties, negotiating foreclosure related transactions, short sales and subject-to purchase. Completed three full home renovations.
- Journalist, monthly articles on real estate in the Denver Post since 2006. Covering mortgage, finance, investing, FHA and HUD policy, home buying, green building (www.larocque.biz/media-realestate.htm).
- Writer of full-length manuals on foreclosure and short sale investing, owner finance strategies, renovation contracting. Graduate of many related training events. (Professional reference from CAREI.com).
- PR and media consultant serving real estate clients. Corporate communications in print and online. Marketing and SEO services using Google AdWords, social media. Managed print releases with newswire distribution.

Senior Marketing Specialist

DCP Midstream, LLC - 2009 - Full-time in-house contact position

A natural gas processing company half-owned by ConocoPhillips

- Managed and wrote content for employee web and print publications including quarterly newsletter, *TheExchange*. Technology stories, employee and site profiles. Managed contracts in design, print, distribution.

Equities and financial markets trader and investor

Self-employed, Denver, CO - 2005 to 2009

- Traded for my own accounts in stocks, commodities, foreign currencies.
- Trained, experienced in technical charting, fundamental analysis.
- Fundamental research of energy, tech, emerging-market companies.

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 *Alternative Fuel News* (www.eere.energy.gov/cleancities/ccn/archive/archive.html). Covering transportation technology, alt fuels; also renewable energy, solar, wind, air quality and emissions.
- Managed article assignments, writer subcontracts, graphic design, printing, distribution, web content.
- Steadily increased publication scope, editorial quality, circulation, and client-negotiated budgets.
- Innovative media relations led to many successful article placements in trade press.
- Created and conducted writing classes for writers and technical staff.

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Communications Supplier, Consultant

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.
- 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); lifestyle, sports features (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, host of *Colorado Car Talk*. Denver public-access cable TV show (1994-95).

Public Affairs Staff Writer

Amoco Corporation Chicago - 1988 to 1990

- Managed editorial content and production for publications read by 50,000 employees; also 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 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.

SKILLS

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

Adobe DreamWeaver and MS FrontPage web design; PowerPoint presentations.

More than 100 writing samples at www.larocque.biz