

John David

Strategic Communications Consultant, Author, Speaker at David PR Group

Miami, FL, US

Speaker on Online Reputation Issues and Crisis Communications

Biography

On a daily basis, negative information that appears online prevents people from getting jobs, advancing in their careers, and building their businesses. Negative online information causes great personal misery and can even tear apart families. The Internet can serve as judge, jury and executioner for practically any person's reputation. Regardless of whether you did something foolish, are associated with another's misdeeds, or are the victim of a third party attack, most people are ill prepared for increasingly common online problems.

John P. David represents people and companies facing online issues, and he chronicles their tales in his presentation:

People do dumb things: A college student's night on the town goes off the rails and dozens of news stories online now exacerbate his bad decisions. Finding a job more than two years later remains a challenge.

Sometimes you are associated with negative news: A CEO's namesake son gets in trouble, causing reputational damage for a century-old family business.

And then there are victims:

Subjects of hate blogs and victims of online complaint sites staredown negative search results for years. Sometimes, lives are ruined.

David has more than 25 years of experience in public relations, and his articles on online reputation management appear in the Huffington Post, PR Daily and other trade outlets. His book on online reputation management will be published by Career Press and available in bookstores nationwide in the Fall of 2016.

Availability

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Internet, Public Relations and Communications, Writing and Editing, Media - Online, Print Media, Media - Print

Areas of Expertise

Online Reputation Management, Public Relations, Online Reputation Repair, Social & Digital Media

Event Appearances

Keynote: What's Next for Your Online Reputation

Coral Gables Chamber of Commerce Goals Conference

Speaker: Covert Operations of Reputation Management

Public Relations Society of America Sunshine District Conference

Author: "How to Protect (Or Destroy) Your Reputation Online"

Miami Book Fair International

Education

University of Florida

Bachelor of Science Journalism | Public Relations

Accomplishments

Author: "How to Protect (Or Destroy) Your Reputation Online"

Author of new book about online reputation issues.

Huffington Post Blogger

Since 2013, Mr. David has contributed articles to the Huffington Post on variety of marketing, public relations and online reputation topics.

Award Winning Blogger

Mr. David was earned the first award ever given by the Association of Marketing and Communication Professionals for business blogging. During his career, he has three platinum MarCom awards (highest honor) and numerous others.

Testimonials

Mark Trowbridge

John David captivated our conference attendees with both his wit and wisdom, reminding each of us that our lives – and livelihoods – can often depend on our on-line reputations. His thoughtful presentation was spot-on, timely and informative! Mark A. Trowbridge, President & CEO, Coral Gables Chamber of Commerce

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