

RESUME & CV

Ronald Ladouceur

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Niskayuna, NY 12309
518.729.7206
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Adjunct professor at the University at Albany; adjunct lecturer at Rensselaer Polytechnic Institute, business owner (see postmktg.com) with extensive advertising agency experience; independent scholar (see textbookhistory.org); board member, Society for Commercial Archeology (see sca-roadside.org); volunteer, Underground Railroad Education Center and The Joshua Project of Schoharie County.

EDUCATION

M.A. Liberal Studies, 2008

Empire State College: State University of New York

B.A. General Studies, 1981

State University College at Oneonta, Oneonta, NY

WORK EXPERIENCE

Adjunct Lecturer

Rensselaer Polytechnic University

110 8th St, Troy, NY 12180

2023 – Present

Adjunct lecturer in the School of Humanities and Social Sciences. Courses include *Critical Television, Media and Society, and Politics of Design*.

Tapped as a last-minute replacement three semesters running, quickly mastered unfamiliar topics, developed syllabi, and implemented innovative “post ChatGPT” learning modalities, earning excellent student evaluations.

- *The professor always brought new insights and relevant information to class, and made the class more fun and engaging with all of the students.*
- *The course was quite fun and interesting, as it was unlike any other course I have taken here.*
- *It was clear he enjoyed teaching us. Overall, a great professor.*

Adjunct Professor

University at Albany

1400 Washington Ave., Albany, NY 12222

2012 – Present

Adjunct professor at the School of Business. Undergraduate and MBA. Courses include *Selected Topics in Branding and Marketing, Integrated Marketing Communications and New Venture/Product Development*.

Strong student evaluations across all semesters (complete course evaluations from two most recent semesters provided separately). Representative student comments from most recent semester include:

- *Best professor I've ever had.*
- *Excellent course!! One of the only courses at UAlbany where I felt I learned material actually relevant to my career.*
- *One of the best professors I've had at UAlbany.*
- *Best class I've ever taken in Albany. I was amazed that a three-hour lecture could be so exciting and go by so fast.*
- *Ronald Ladouceur's ... unconventional style kept each class exciting and meaningful.*
- *Excellent teacher, made my last semester here at UAlbany worthwhile and made me realize how much I love my major.*

Principal and Founder

POSTMKTG

2305 Algonquin Rd., Niskayuna, NY, 12309 • 518.729.7206

postmktg.com

2012 – Present

POSTMKTG is a full-service branding, web development, design, and promotions agency, delivering best-in-class digital media and traditional advertising services. The firm specializes in serving clients in higher education, manufacturing, financial services, and human services. [https://postmktg.com/](https://postmktg.com)

As principal and founder, serve as lead brand strategist, creative director, promotions director and manager of all employees and freelance resources.

SIGNIFICANT PROJECTS

- Institution-wide communications review, strategic recommendations, design best practices, website RFP, vendor selection, design review, key copy development and ongoing strategic guidance for **Purchase College, State University of New York**, leading to world-class, crowdsourced website and digital strategy. See <https://purchase.edu/>
- Strategy, branding (**Meet Your Future**), design, website development and ongoing maintenance for the **University at Albany School of Business**
- Strategy, branding, design and creative for the **Lally School of Management at Rensselaer Polytechnic Institute**, leading to a brand re-launch in 2015
- Branding, naming, website development, brand launch and marketing for **NextStep Federal Credit Union** (formerly School Systems Federal Credit Union. See <https://nextstepfcu.org>
- Strategy, branding, design, website development and ongoing marketing, public relations, and social media for **Feeding New York State**, including statewide lobbying and food bank resource coordination during the covid-19 pandemic. See <https://feedingnys.org>
- Strategy, branding, website development and marketing for **The College Experience**, a two-year program hosted by **The College of Saint Rose**, and **CareerNext**, a multi-year academic and life skills support program hosted by Hudson Valley Community College, SUNY Cobleskill and Schenectady County Community College. Both programs offer students with intellectual disabilities, learning disabilities and executive function deficits the opportunity to gain personal and professional independence. <https://thecollegeexperience.org/> and <https://careernext.org>
- Strategy, branding, design, website development and ongoing marketing and promotions for **Academy of the Holy Names (AHN)**, including targeted digital marketing, traditional media, website support, sports mascot development, video production, and most recently, a full academic history of the school from its founding to present day based on archival research

Executive Vice President/Executive Creative Director

Media Logic

One Park Place, Albany, NY, 12205 • 518.456.3015

www.mlinc.com

1984 – 2012

As executive creative director and key member of the executive team was instrumental in helping build Media Logic into one of upstate New York's largest marketing and communications firms, from a two-person shop to a nearly 100-employee organization at its peak.

ACADEMIC PUBLICATIONS AND PRESENTATIONS

- Presentation. "Seeing Through Walls: Ghost Signs as a Window into History." June, 2021.
- Presentation. "The Rise of White Flour." 42nd Annual SCA Conference. June, 2019.
- Article. Ladouceur, Ronald P. (2008). "[Ella Thea Smith and the Lost History of American High School Biology Textbooks.](#)" *Journal of the History of Biology* 41:3, 435-471.
- MA Thesis. Ladouceur, Ronald P. (2008) "All with Theories To Sell: Carleton S. Coon, Bentley Glass, Marston Bates, and the Struggle by Life Scientists in the United States to Construct a Social Mission After World War II." *Proquest*.
- Presentation. "The Disappearing of Ella Thea Smith." *All College Conference* at Empire State College. 2006.
- Personal Journal. *Textbook History*. 2009 - Present. <<https://www.textbookhistory.org>>. More than 50 articles relate to the history of biology textbooks in the U.S. and the history of ideas as they relate to those textbooks. Featured articles: "[To Conserve Man](#)," December 22, 2021; "[How Are We Going to Control These Kids? Biology Textbooks in the 1940s](#)," July 21, 2019; "[Henry Fairfield Osborn and the Tragic Legacy of Piltown Man](#)," February 4, 2018; "[Where' Hugo Go?](#)", December 14, 2013; "[I Speak to You Through Electrical Language: Traveling Into the Nineteenth Century with the 'Nervous Icon'](#)," June 3, 2012; "[The Eugenic Zombie in a Graveyard of Textbooks](#)," August 7, 2021; "[Howard M. Parshley's Translation of Simone de Beauvoir's 'The Second Sex: Conitration, Sabotage or Suicide?'](#)", June 24, 2010; "[If Kinsey's Textbook Could Talk ...](#)," July 17, 2010; "[Haeckel's Embryos in High School and College](#)," February 14, 2010; "[Reform Eugenics and the Gender Bomb](#)," September 13, 2009; "[The Day Eugenics Died](#)," July 3, 2009.

WHITEPAPERS, ARTICLES AND WEBINARS

- Article: "Ghost Signs – A Brief History." *SCA Road Notes* 29:3. Fall 2021.
- Video: "Ghost Signs – A Brief History." Produced for the *Neon Museum of Philadelphia's* Summer 2021 exhibition, "Seeing Ghosts: 7 Photographers Capture Faded Wall Ads." <https://www.youtube.com/watch?v=cVXpVu7vt-Y>
- Article. "The Rise of White Flour." *SCA Journal*. January, 2020.
- Article. "Do Uneeda Ghost? Hurry, They're Going Fast!" *SCA Journal*. October, 2019
- Article. "Five Faves: Seeing Ghosts in Upstate New York." *SCA Road Notes*. September, 2018.
- Webinar. "Get into the Game: How B2B Marketers Can Engage Customers Through Social Applications." *MarketingProfs*. January, 2012.
- Article. "Social Marketing: What Worked and Why in 2010?" *BAI Banking Strategies*. January, 2011.
- Whitepaper. "The Media Logic 2010 Retail Marketing Report: How Facebook is Opening the Eyes of 100 Retailers to the Power of Owned Media Marketing." *Media Logic*. November, 2010.
- Whitepaper. "Fear Not! How Financial Service Institutions Can Put the 'Big 6' Social Marketing Strategies to Work." *Media Logic*. June, 2010.
- Article. "Sailing Past the Social Media Minefields." *ABA Bank Marketing*. October, 2010.

- Webinar. "Buh-Bye Traditional Data Gathering: Step into the Spotlight with Cooperative Social Media Marketing." *Alterian Social Media Webinar Series*. November, 2010.
- Webinar. "Social Marketing for Financial Service Institutions: Credit Union Edition." *CSCU Webinar Series*. November, 2010.

OTHER PUBLICATIONS

- Book Review: Mastropolo, Frank. *Ghost Signs: Clues to Downtown New York's Past* (Atglen, PA: Schiffer Publishing), 2019. Published in *SCA Journal*, Fall 2020 29: 2, p.40.
- Forward: Marlin, Joseph. *Fading Ads of Chicago* (Charleston, SC: History Press), 2019.

MEMBERSHIPS

History of Science Society
Society for Commercial Archeology

COMMUNITY SERVICE

Board of Directors, Society for Commercial Archeology, 2018 – Present

Established in 1977, the Society for Commercial Archeology (SCA) is the oldest national organization devoted to the buildings, artifacts, structures, signs and symbols of the 20th-century commercial landscape. Service work includes website development and management, marketing, event development and management

Board of Directors, Regional Food Bank of Northeastern New York, 2006 – 2012

Executive Committee, 1st Vice President

Service highlights include development of social media strategy and CMS-based websites for both the Regional Food Bank of NENY and the Food Bank of the Hudson Valley; integration of donation management into websites, which combined drew more than \$1,200,000 in gifts by 3/2017; direct financial and managerial assistance for the Food Bank's *Chefs and Vintner's Harvest Dinner* fundraiser; member of the Food Bank's Public Relations Committee; and through association with the Regional Food Bank, marketing and social media consultation to regional non- and not-for-profit organizations, including Equinox, Living Resources, The Right Move and the Mohawk and Hudson River Humane Society.

Advisor, Underground Railroad Education Center, 2020 – Present

Website Development and Management Specialist

Advisor, The Joshua Project of Schoharie County, 2023 – Present

Website Development and Management Specialist

Advisor, Regional Food Bank of Northeastern New York, 2012 – Present

Website Development and Management Specialist

Officer, The Right Move Chess Foundation, 2009 – 2018

Advisor and Internet Technology Specialist

REFERENCES AND EVALUATIONS

Provided upon request.