

# Bodnar Creative



## Meet Jack Bodnar - Principal

Jack Bodnar has extensive technical, public relations, advertising, and marketing experience as both a writer and manager. He has an Education degree from Eastern Michigan University and a Master's degree in Journalism from Michigan State University.

As a photo-journalist in the '70s, Jack worked for several newspapers and magazines. He was also a photo-journalist (JO3) in the U.S. Navy during the Vietnam War, reporting for All Hands magazine while serving aboard the aircraft carrier USS Intrepid (CVS-11). The USS Intrepid is now a floating sea-air-space museum in New York City harbor.

In the '80s, Jack changed his focus to public relations writing and account supervision. In the mid- to late-'80s, he was Vice President-Corporate Communications and Manager-Chevrolet Racing at Cars & Concepts (C&C) in Brighton, Michigan. With drivers Tommy Kendall, Max Jones, and Chris Kneifel, the race team won IMSA GTU and SCCA Trans-Am championships.

Switching to motorsports public relations, marketing, and promotions in the early-'90s, Jack worked for various Chevrolet and Ford Motor Company factory racing programs, and Roush (Fenway) Racing (NASCAR Winston Cup "6" car Mark Martin, "16" car Ted Musgrave, and other Roush series/drivers).

Prior to establishing Bodnar Creative in 1997, Jack was Public Relations Executive Project Manager for Buick Motor Division at Flint World Headquarters. His responsibilities included press kits, Buick golf press materials, and long lead/short lead press materials.

Forming Bodnar Creative in 1997, Jack expanded his writing, public relations, and marketing skills to include technical writing, training development, website development, and social media initiatives.