



Jim Vogel has been writing professionally for 28 years in the areas of education, communication, and automotive current affairs. As a divisional editor at Ford Motor Company for the Technical and Transportation Group, he rose to the Director of the Ford International Newsletter Editors (FINE) organization in 1995.

As an adjunct lecturer at both the University of Michigan and at the University of Phoenix, he taught Organizational Communication, Business Communication classes, and conducted a variety of student writing workshops.

Jim has an AS degree in Mathematics (Science), a BA in Business Psychology from the University of Michigan, and holds a MA in Organizational Communication from Eastern Michigan University.

His blend of writing for multiple organizations in a succinct and conversational style has made him a successful professional blogger and a highly competent social media content strategist.

With over 250 blogs published within Web2.0, his skill to help organizations with their e-message has given his business **IMU Social Media** (A Division of **VTR Consulting LLC**) the opportunity to help an eclectic array of businesses and organizations gain credible presence with blogs, articles, editorials, posts, and tweets.

Originally from Detroit, Jim is a huge Detroit Tiger fan and an avid proponent of the Motor City.

Jim is an Ambassador for the Apex Chamber of Commerce and he sits on the Board of Directors with the Kiwanis Club of Apex.

Jim, the Dad of two grown children, Katie and Johnny, lives with his wife Susan in historic Apex, NC.

He can be easily reached on LinkedIn, Facebook, Twitter, Blogspot, and Word Press.



**Social Media Community Building for BUSINESS**

**Jim Vogel**

Ph: 919.533.9069  
jim@vtrconsulting.com  
info@IMUSocialMedia.com

twitter/IMUSocialMedia  
facebook/IMUSocialMedia  
www.IMUSocialMedia.com