

CHRISTOPHER GAJEWSKI

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To Whom It May Concern:

With over 30 years in the orthodontic laboratory industry, I am looking for a remote position to help orthodontists, lab owners, suppliers and other dental professionals with their B2B and B2C communications.

After graduating with a BS in Communications from the University of Miami in 1997, I was one of the first writers for a small internet startup company that would eventually become WebMD. However, life soon took me away from my passion for journalism.

Now, after over 30 years as a leader and educator in the orthodontic laboratory industry, I am redirecting my career back towards communications.

I created collateral marketing materials and informative articles for my clients as a laboratory owner. Collaborating with graphic and web designers, I produced all of the copy for my website and brochures. Then, our industry was swamped by a technological tsunami that changed it in ways never seen before. It was a paradigm shift that I addressed.

As the founder of a national, non-profit association to help educate my industry on the new technologies, The Orthodontic Resource Group, I created a range of materials, both internal and external, to promote the association to industry professionals, educate members, and entice sponsors. For our inaugural conference, I crafted all of the copy for a 36-page magazine in one week.

The Journal of Dental Technology named me "The Educator" in their "2020 Who's Hot" List.

I rediscovered my passion for disseminating information. Articles, blogs, videos and lectures at conferences are just some of the ways I helped lab owners and practices make the transition to the new technology. I utilized Facebook and became one of the most viewed contributors on Quorum to answer questions by patients.

At one point, everybody wanted to talk to me. I consulted with some of the biggest companies in the industry to help them redirect their efforts towards helping technologically challenged small lab owners. I worked with them on software, hardware, products and instructional materials. I gave the information freely as the founder of the association. When I switched towards a consulting role and wanted to be paid for my time, I stopped hearing from everybody.

I am eager to lend my expertise to help your company thrive.

Thank you for your time.

Sincerely,
Christopher Gajewski