

Curriculum Vitae

Mark Campbell
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Summary: **Successful, professional independent marketing/communications consultant and writer**

Education: Graduated spring 1990 from St. Mary's University, Halifax, NS
Received a BA with a Major in English (Magna cum laude).

Professional Experience:

1990-Present **Independent Marketing/Communications Specialist – Writer and Editor**
I have more than twenty years of experience as a writer, including fifteen years' experience as a consultant in planning, researching, writing, editing, and proofreading marketing and communications materials in English for local and regional companies; advertising agencies; government agencies/departments; nonprofits; and other independent marketing and communications specialists. I also provide some clients with strategic and public relations assistance.

Areas of Expertise:

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|---------------------------------|----------------------------|
| -Ad copy | -News releases |
| -Articles/advertorials | -Project management |
| -Brochures | -Proofreading |
| -Business cases | -Research |
| -Communications/marketing plans | -Reports |
| -Conference coverage | -Sales kit copy |
| -Editorial services | -Scripts |
| -Interviews | -Speeches/presentations |
| -Media relations | -Strategic/creative briefs |
| -Newsletter copy | -Web content |

Past and Current Selected Clients (direct and sub-contracted supplier):

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| -Agenda Managers | -Jacques Whitford |
| -Apprenticeship Board | -Knightsbridge Robertson Surette |
| -Atlantic Lottery Corporation | -Ledgehill |
| -Ambassatours Gray Line | -Nexient Learning |
| -Clearwater | -NovaKnowledge |
| -Co-op Atlantic | -Nova Scotia Association of Architects |
| -Dalhousie/QEII | -Nova Scotia Power |
| -Ducks Unlimited | -Nova Scotia Provincial Government |
| -EastLink | -Public Works and Government Services Canada |
| -Fleetway Design | -Refreshments Canada |
| -Greater Halifax Partnership | -Sable Offshore Energy Incorporated |
| -Holloway Lodging REIT | -Sacred Heart School of Halifax |
| -Imagine Canada | -St. Margaret's Bay Regional Tourism Development Association |
| -InfoInterActive | -Saint Mary's University |
| -Intergy | -Steele Auto Group |
| -Internet Solutions | |

Specialties/Interests:

-Arts & Culture

-Banking & Finances

-Business & Entrepreneurs

-Foodservice & Hospitality

-Environment & Wildlife

-Hotels

-Insurance

-Retail & Grocery

-Science & Technology

-Tourism

Selected Volunteer Experience:

- 2010 Volunteer, Scotiabank Bluenose Marathon, Marketing & Communications Committee.
- 2007-Present Volunteer, Canadian Red Cross Humanitarian Award Dinner Committee.
- 2005-Present Ongoing writing and editing assistance to the Nova Scotia Nature Trust.
- 2004-2007 Volunteer, Dress For Success Halifax – I developed and edited its quarterly e-newsletter.
- 2003-2007 Volunteer Committee, Spring Luncheon Series, NovaKnowledge.
- 2002-Present Ambassador Committee, Halifax Chamber of Commerce.
- 2002-2009 Co-created Consultants' Corner, an ongoing series of informal networking sessions for independent marketing and communications specialists.
- 2001 Judge, Blue Wave Awards – an awards program for IABC's BC Chapter – and the IABC Atlantic Anniversary Award, which recognized outstanding NSCC and MSVU graduates.
- 2001-2002 Executive, Metro Media Club - I created, wrote, and edited the monthly e-newsletter.
- 2001-2005 Information Technology Industry Alliance of Nova Scotia (ITANS), various roles and projects.
- 2000-2001 Co-chair, Professional Development, International Association of Business Communicators Atlantic Chapter - I assisted in overseeing the planning and execution of our chapter's professional development program and networking events, including a 20th anniversary event.
- 2000 Bronze Quill Judge, IABC - I helped judge Bronze Quill Award entries submitted by IABC/Colorado chapter members.
- 1998-2000 VP, Communications, International Association of Business Communicators, Atlantic Chapter - I was the editor/writer of the chapter's monthly e-newsletter, print newsletter, and news releases.
- 1998-1999 Editorial Board, Tourism Industry Association of Nova Scotia - I assisted with proofreading and editing of submissions for the industry publication *Everybody's Business*.

Professional Associations and Affiliations:

- 2003-Present NovaKnowledge, Supporter
- 1999-Present Writers' Federation of Nova Scotia
- 2000-Present Halifax Chamber of Commerce