

# Mark Harbeke

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## Summary

Over a decade of experience in publication research, writing, editing, production, and distribution – both print and online. Also graphic design; website creation and maintenance, including SEO/SEM strategies; and email and social media marketing.

Seek to leverage skills to improve exposure and audience engagement for organizations, particularly those that strive to meet a double or triple bottom line.

## Employment

February 2006 – present

DIRECTOR OF CONTENT DEVELOPMENT – WINNING WORKPLACES – EVANSTON, IL

- Increased traffic to company website, [www.winningworkplaces.org](http://www.winningworkplaces.org), by 624% through best practices including writing content for a search engine-friendly custom blogging platform and functionality improvements.
- Boosted subscribers to company e-newsletter by 87% through multiple template redesigns, expansion of opt-in outposts, and a prize drawing promo for new registrants.
- Helped organization generate over \$290,000 in product and service sales through deployment of targeted email and social media marketing campaigns.

May 2005 – February 2006

CUSTOMER AND MEMBER SERVICES COORDINATOR – NATIONAL ASSOCIATION OF BOARDS OF PHARMACY (NABP) – MOUNT PROSPECT, IL

- Acted as liaison between department manager and a small team of representatives to ensure organization standards were maintained in responding to customer (aspiring pharmacist) inquiries. Personally handled an average of 80 calls/day.

August 2002 – May 2005

PROOFREADER – NABP – MOUNT PROSPECT, IL

- Proofed and edited copy for all internal and external publications, from letters and memos to the biannual *Model State Pharmacy Act and Model Rules* and annual *Survey of Pharmacy Law*. Attention to detail in reference to AMA style manual and internal style guide resulted in fewer than 5% reported errors.

September 2001 – May 2002

EDITOR, MUSIC PUBLICATIONS – VISIONATION, LTD – WEST DES MOINES, IA

- Wrote an average of two feature articles and one CD review per week for *BluesWax* ([www.blueswax.com](http://www.blueswax.com)), the largest opt-in blues music e-zine in the world, and two other music e-zines. Also responsible for editorial calendar and managing a team of freelance writers.

May 1999 – May 2001

EDITORIAL ASSISTANT – MEREDITH CORPORATION – DES MOINES, IA

- Fact checked and copy edited articles for *Midwest Living* magazine title. Wrote a short feature on outlet malls and contributed research to a feature on stews.

## Special Skills

Desktop publishing and report preparation – Word, Excel, QuarkXPress, InDesign, Acrobat, PowerPoint

Graphic and multimedia design – Photoshop, Blaze Media Pro

Audio production – Audacity, Garageband

Internet software – Dreamweaver, FileZilla, Flash

Editorial style guides – AMA, AP, Chicago

## Education

May 2001

BACHELOR OF ARTS DEGREE – JOURNALISM AND MASS COMMUNICATION

Summa Cum Laude – 3.9 GPA

Drake University, Des Moines, IA