

Mark Harbeke

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Employment

February 2006 – present

DIRECTOR OF CONTENT DEVELOPMENT – WINNING WORKPLACES – EVANSTON, IL

- Oversee content and appearance of company web site, www.winningworkplaces.org. SEO strategies including identification of a search engine-friendly hosted blogging platform, functionality improvements, and content redistribution have increased traffic by 290 percent.
- Write, edit, and distribute a quarterly (monthly until recently) e-newsletter with four feature articles per issue to over 7,000 subscribers. Two major redesigns and expansion of opt-in outposts have increased subscriber base by 81 percent.
- Management of online marketing efforts resulting in over \$56,000 in webinar and other product sales and over \$168,000 in live event ticket sales.

May 2005 – February 2006

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

- Co-managed, along with the Customer Service Manager, staff development and training for NABP's Member Services program, an outreach mechanism for the association's 66 member boards of pharmacy.
- Responded to NABP pharmacist licensure examination candidates' and other parties' questions about association programs and services. Handled average of 80 calls/day.

August 2002 – May 2005

PROOFREADER – NABP – MOUNT PROSPECT, IL

- Proofread 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*.
- Redesigned the *NABP Newsletter*, a 10-issue-a-year publication subscribed to by state pharmacy association executives, pharmacy industry representatives, and major drug companies.

September 2001 – May 2002

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

- Managed story schedule, writers, and editorial content for *BluesWax* (www.blueswax.com), the largest subscribed-to blues music publication in the world, and two other music publications, *FolkWax* (www.folkwax.com) and *NuWax* (no longer published – www.nuwax.com).

June 2000 – August 2000

ASME EDITORIAL INTERN – TIME, INC – NEW YORK, NY

- Assisted the company's *Family Life* title (no longer published) with research and fact checking of stories and briefs in development. Sponsored by the American Society of Magazine Editors.

May 1999 – May 2001

EDITORIAL ASSISTANT – MEREDITH CORPORATION – DES MOINES, IA

- Assisted the company's *Midwest Living* magazine title with research for projects ranging from food and travel to gardening and home improvement.
- Wrote a short feature on midwestern outlet malls for the April 2000 issue.

Special Skills

Publishing, multimedia production, reports, and e-mail software: Adobe Acrobat, ImageReady, InDesign, and Photoshop; Audacity; Blaze Media Pro; JangoMail; Lotus Notes; Microsoft Excel, Outlook, PowerPoint, and Word; Movable Type; and QuarkXPress

Internet software: ConTEXT, Dreamweaver, and FileZilla

Style guides: American Medical Association, Associated Press, and Chicago

Photography: Digital cameras using CompactFlash cards

Equally familiar with PC and Mac-based operating systems

Education

May 2001

BACHELOR OF ARTS DEGREE – JOURNALISM AND MASS COMMUNICATION

Summa Cum Laude – 3.9 GPA

Drake University, Des Moines, IA