

MARK C. TORISKI

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WRITER / EDITOR / MARKETER

More than ten years of experience in marketing, journalism, and publishing. Adept in working in various forms of media and effective at digging deep into the culture of an organization to tell their story, as well as identify target audiences and how to best speak to them. Organized director, producer, and manager who produces creative content on any deadline.

PROFESSIONAL EXPERIENCE

Cara Collective

Director of Marketing & Communications

July 2017–Present

- Oversee all internal and external communications for a \$10M nonprofit focused on workforce development, including the relaunch of the enterprise and its websites as part of its 30th anniversary
- Coordinate direct mail, digital, and special event campaigns, as well as help ensure the Development team achieves YOY revenue goals
- Develop and manage media opportunities and other special marketing initiatives to amplify the organization's brand, reach, and reputation

Dabble

Marketing/Business Development Associate

March 2016–July 2017

- Tracked leads and generated growth for three existing and four emerging markets of an online class scheduling platform
- Improved digital marketing to new and past users to increase company's web presence among primary competitors
- Fostered relationships with providers to update programming and identify sales opportunities

Jennifer Norback Fine Art

Director of Marketing

July 2013–July 2016

- Coordinated target-marketing initiatives to boost website and foot traffic for a Chicago-based art gallery in Chicago's River North arts district
- Served as project director and lead for several events and initiatives including gallery exhibitions and openings, special events, and published works featuring gallery artists
- Reorganized inventory and 3,000+ contacts in content management system and coordinated target-marketing initiatives and e-communications to increase sales and expand the gallery's reach locally and globally

Self-employed

Freelance Writer/Editor

April 2011–July 2017

- Generated digital marketing content (blogs, posts, site content) for numerous national clients of a marketing agency
- Developed a rebranding strategy for the website of a 70-year-old retail company to better engage their five-million user base and keeping them relevant in a changing digital landscape
- Created columns, features, and cover stories for new and established publications at the local, state, and regional level

Great Lakes Life Magazine

Managing Editor

September 2007–February 2011

- Worked directly with the Publisher to create all editorial content for a start-up monthly regional publication, including writing, editing, and interviewing for the bulk of each 72+ page issue
- Helped grow the magazine's distribution and readership from a few dozen local retailers to more than 800 big box stores in four states and southern Ontario
- Managed a creative staff of more than a dozen people, ensuring all deadlines were met

SKILLS

- Proficient in Microsoft Office and Adobe Creative (Acrobat, Photoshop, InDesign, Premiere, and Illustrator)
- Knowledge of CRM, content management, and email marketing platforms
- Trained in MLA and AP styles
- Strong interview, writing, research, and editing skills
- Capabilities in graphic design and website development/maintenance
- Experience conceiving and directing video and live stage productions

EDUCATION

Edinboro University of Pennsylvania

- Bachelor of Arts in Print Journalism
- Staff writer for *The Spectator*

2001-2006, 2008

- Extensive art training incl. graphic design, photography, and animation

ORGANIZATIONS / CERTIFICATES / AWARDS

- Member, 826 CHI Associate Board
- Press Club of Cleveland
- First Place, 2010 Ohio Excellence in Journalism: Best Column or Department
- Completed six-term Writing Program at the Second City's Training Center
- Two terms Writing with *The Onion*

References available upon request