

# MARK C. TORISKI

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## VERSATILE WRITER / EDITOR

*Nearly ten years in publishing and marketing. Adept in various styles and voices of writing including news, editorial, humor, and promotions. Organized taskmaster and manager who will do whatever it takes to make a deadline. Works effectively in the field or in the office.*

## PROFESSIONAL EXPERIENCE

### *Dabble*

#### *Marketing/Business Development Associate*

*March 2016–Present*

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

### *Self-employed*

#### *Freelance Writer/Editor*

*April 2011–Present*

- Generate marketing content for multiple clients of an ad agency based on individual client needs
- Developed a rebranding strategy for the website of a 70-year-old retail company to better engage their five-million users
- Created columns, features, and cover stories for new and established publications

### *Jennifer Norback Fine Art*

#### *Director of Marketing*

*July 2013–July 2016*

- Coordinated target-marketing initiatives to boost site and foot traffic and sales numbers for Chicago-based art gallery with international presence
- Assist in the planning and execution of exhibitions, openings, tours, and events
- Maintain day-to-day operations of the gallery

### *Great Lakes Life Magazine*

#### *Managing Editor*

*September 2007–February 2011*

- Worked directly with the Publisher in conceiving all content for a monthly publication regional
- Wrote, edited, researched, and interviewed for the bulk of each 72+ page issue
- Managed a creative staff of more than a dozen people, ensuring all monthly deadlines were met

## SKILLS / CERTIFICATES

- Trained in MLA and AP styles
- Strong oral and written skills
- Proficient in Microsoft Office, Adobe Acrobat, and Adobe Photoshop
- Knowledge of graphic design and basic website design/maintenance
- Experience with CRM, content management, and email marketing platforms
- Completed Writing Program and course work with *The Onion* at the Second City's Training Center

## EDUCATION

### *Edinboro University of Pennsylvania*

*2001–2006, 2008*

- Bachelor of Arts in Print Journalism
- Staff writer for *The Spectator*
- Extensive art training incl. graphic design, photography, and animation

## ORGANIZATIONS / AWARDS

- 826 CHI
- Press Club of Cleveland
- 2010 Ohio Excellence in Journalism: Best Column or Department
- Young Erie Professionals (yep!)
- Erie Beer Society