

# MARK PUPPE

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## COMMUNICATION STRATEGIST/ HIGH-IMPACT WRITER

### SUMMARY

Graduate degrees and a 10-year record of achievements distinguish the strategic communication and writing services clients receive from me. Clients throughout the nation and across the economic spectrum enjoy massive returns from the content, strategies and campaigns I create and advise.

### EXPERTISE

- Strategic Communication
- Community Relations
- Public Affairs & Policy
- Writing & Editing
- Media Relations & Radio
- Recruitment & Retention
- Event Coordination
- Online Social Networks
- Request for Proposals
- Public Speaking & Teaching
- Organization Development
- Fundraising & Grassroots

### EDUCATION

**Juris Doctor**, University of North Dakota School of Law, Grand Forks, N.D. 2003

**Master's in Communication**, North Dakota State University, Fargo, N.D. 2000

- Specialize in audience relations and language strategy
- Paid cash for every credit ever earned at NDSU; no loans or assistance

**Bachelor's in Political Science**, North Dakota State University, Fargo, N.D. 1996

### FEATURE ACHIEVEMENTS

#### **Media Relations & Online Networks**

- Managed public relations for multimedia project endorsed by former U.S. secretary of agriculture, two U.S. senators and multiple state officials; attracted 1,800+ online social network fans
- Authored press release catalyzing Associated Press feature story appearing on 3,100+ websites
- Created and managed online social network for 600+ members; generated \$10,000+ for scholarship
- Built, grew and updated content for two websites and four online social networks
- Chartered, managed and hosted and 30+ community leaders on own radio show

#### **Writing & Editing**

- Taught Writing for Leaders 375, University of Mary-Fargo, Fall 2010
- Published by North Dakota Humanities Council, Fargo-Moorhead Chamber of Commerce, North Dakota Young Professionals Network, kfgo.com, The Forum, City Magazine and JobDig
- Written 200+ professional documents, articles, press releases and other correspondence for clients
- Disambiguated federal and state infrastructure contracts for NDDOT General Counsel

#### **University Relations & Public Speaking**

- Prepared and taught 35 continuing education for 1,000+ insurance agents in 15 North Dakota cities
- Excellent Instructor, Dickinson State University Agriculture Students Club
- Featured as model business by Minnesota School of Business-Moorhead online marketing class
- Instructed job search training at Blue Cross/Blue Shield during corporate downsizing
- Guest Speaker, 2010 Great Plains Summit

**MARK PUPPE, Communication Strategist/High-Impact Writer**

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**FEATURE ACHIEVEMENTS (continued)**

**Special Events & Development**

- Advised marketing drive attracting 300+ agents from 40 nations to World Rice Expo in Philippines
- Helped recruit 250+ executives from 150 businesses and 37 nations to Rice Americas in Miami, Fla.
- Surpassed trade association new member goal by 260% and created portfolio of 600+ prospects
- Strategized appearance of U.S. secretary of agriculture and National Farmers Union president as featured speakers at the 2009 Rice Americas Conference in Miami
- Spearheaded and promoted fundraiser generating \$60,000+ for Theta Chi house renovations
- Designed fundraising platform that generated association-record \$70,000; a 186% increase
- Grew magazine readership 800% and distribution sites 425% in less than six months
- Collaborated in coordinating, promoting and executing two statewide trade expos
- Achieved 22% open rate on mass e-mail to 4,000+ worldwide agriculture contacts
- Coordinator and Moderator, 2011 Great Plains Summit Oil Panel

**Public Affairs**

- Partnered with 30+ state legislators by advising and amending 150+ bills to match intent
- Wrote, edited and analyzed judicial opinions, reports and correspondence for three district judges
- Coordinated and advised communications for four congressional candidates in 2010
- Lobbied effectively as citizen for multiple major turnarounds during legislative sessions

**COMMUNICATION POSITIONS**

<b>Communication Strategist/Writer</b> , Master Manuscripts, Fargo, N.D.	2008-present
<b>Assistant Director</b> , Professional Insurance Agents of North Dakota, Bismarck, N.D.	2005-08
• Registered Lobbyist, State of North Dakota, 2006-07	
<b>Adjunct Professor/Grant Writer</b> , Dickinson State University, Dickinson, N.D.	2004-05
<b>Judicial Clerk</b> , Supreme Court of North Dakota/Southwest District, Dickinson, N.D.	2003-04
<b>Legal Aide</b> , North Dakota House of Representatives, Bismarck, N.D.	2003

**COMMUNITY LEADERSHIP**

- Rotary International
- Toastmasters International
- Matthew Thibedeau Foundation
- NDSU Team Makers
- Invest in North Dakota Board
- North Dakota Historical Society
- Fargo Schools Foundation
- Theta Chi Alumni Association
- FMWF Chamber of Commerce

**SOME CLIENTS SERVED**

**Engineering:** Propex, Chattanooga Tenn.; PTV America, Portland, Ore.; Martin Mechanical, Fargo, N.D.; FRSecure, Minneapolis, Minn.

**Businesses:** Farm & Trade, Chico, Calif.; The Harms Group, Bismarck, N.D.; Blue Cross/Blue Shield, Fargo, N.D., MoD Fundraising, Grand Forks, N.D.; Preference Personnel, Fargo, N.D.; Express Employment Professionals, Fargo, N.D.; Volt, Fargo, N.D., Schilling Management, Fargo, N.D.

**Associations:** North Dakota Corn Growers, Fargo, N.D.; Impact Institute, Fargo, N.D.; North Dakota Young Professionals Network, statewide; Kevin Cramer, Bismarck, N.D., AM 1100, Fargo, N.D.