

MARK PUPPE

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COMMUNICATION STRATEGIST/ HIGH IMPACT WRITER

GOAL

Mark Puppe applies rarely recognized, but universally effective concepts to create and execute audience-centered communication and language strategies that generate results surpassing traditional marketing tactics. Clients throughout the nation and economic spectrum come to him for high-impact services.

PROVEN COMMUNICATION SKILLS

- 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

- Emphasis on audience relations and language strategy
- Paid NDSU cash for every credit ever earned; no loans or assistance

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

COMMUNICATION ACHIEVEMENTS

Media Relations & Online Networks

- Managed public relations for multimedia project endorsed by former U.S. secretary of agriculture, 2 U.S. senators and multiple statewide 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 2 websites, 2 alumni databases and 4 online social networks
- Chartered, managed and hosted and 30+ community leaders on own radio show

Writing & Editing

- 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

- Adjunct Professor of Writing, University of Mary-Fargo, Fall 2010
- Prepared and taught 35 continuing education for 1,000+ insurance agents in 15 North Dakota cities
- "Excellent Instructor," Dickinson State University Agriculture Students Club
- Recruited to teach 9 college courses (7 at Dickinson State University; 2 at University of Mary)
- 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, Great Plains Young Professionals Summit, 2010

COMMUNICATION 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 Rice Americas in Miami, Fla.
- 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 6 months
- Collaborated in coordinating, promoting and executing 2 statewide trade fairs
- 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 3 district judges
- Coordinated and advised communications for 4 congressional candidates in 2010
- Lobbied effectively as citizen for multiple major turnarounds during legislative sessions
- Registered Lobbyist, State of North Dakota, 2006 – 2007

COMMUNICATION POSITIONS

Communication Strategist/Writer , Master Manuscripts, Fargo, N.D.	2008 – present
Assistant Director , Professional Insurance Agents of North Dakota, Bismarck, N.D.	2005 – 2008
Adjunct Professor/Grant Writer , Dickinson State University, Dickinson, N.D.	2004 – 2005
Judicial Clerk , Supreme Court of North Dakota/Southwest District, Dickinson, N.D.	2003 – 2004
Legislative Legal Intern , North Dakota House of Representatives, Bismarck, N.D.	2003

COMMUNITY LEADERSHIP

- Rotary International
- Toastmasters International
- Matthew Thibedeau Foundation
- Editorial Freelancers
- North Dakota Ambassadors
- North Dakota Historical Society
- NDSU Team Makers
- Invest in North Dakota Board
- FMWF Chamber of Commerce
- Fargo Schools Foundation
- Theta Chi Alumni Association
- St. Luke's Home Board

SOME CLIENTS SERVED

Engineering: Propex, Chattanooga Tenn.; PTV America, Portland, Ore.; Martin Mech, Fargo, N.D.

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.