

When experience matters.

Mark P. Schreck *Marketer, Copywriter, Strategist*

Mark To Market
Marketing Communications



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PROFESSIONAL EXPERIENCE

MarketInk and Mark To Market

Virtually Anywhere

Marketing Pro and Wordsmith, May 2016 to present

Working in concert in a collaborative virtual agency environment I team with other investment industry marketing veterans to deliver exception marketing communications to clients.

J.P. Morgan Asset Management

Fort Lauderdale, FL | Chicago, IL | Columbus, OH

Executive Director—Marketing, 1996-May 2016

Led marketing, communications and branding programs for one of the world's largest wealth and investment managers. Initiated multiple product promotional campaigns. Integrated programs with sales management and field as well as established cobranding opportunities with clients.

BISYS Fund Services

Columbus, OH

Vice President, Director of Creative and Communication Services, 1987-1996

Managed a staff of 30 marketing communication professionals dedicated to producing sales literature, advertising and other promotional materials for our mutual fund clients

Sullivan & Findsen Advertising

Cincinnati, OH

Account Executive and Copywriter, 1985-1987

Wrote copy, managed accounts and even bought media for a creative regional advertising agency.

COLLEGE TEACHING EXPERIENCE

Wittenberg University, Springfield, OH

Adjunct Instructor, Marketing 101, Winter 1988

Thomas More College, Crestview Hills, KY

Adjunct Instructor, Marketing 101, Spring 1986

Xavier University, Cincinnati, OH

Adjunct Instructor, Interpersonal Communication, Winter 1986

Miami University, Oxford, OH

Adjunct Instructor, Speech and Interpersonal Communication. Fall 1984-Fall 1985

INTRODUCTION

30 years of marketing management, communication and strategic planning experience focused on the investment sector.

- Strategic planning
- Brand development and implementation
- Marketing collateral creative development
- Promotional and technical writing
- Event planning and content delivery
- Advertising planning and execution
- Training and development
- Digital marketing and interactive media

CLIENT EXPERIENCE

J.P.Morgan
Asset Management

BANK ONE
Whatever it takes.

BISYS

Sullivan & Findsen

Bank of America

HIGHMARK
CAPITAL MANAGEMENT

PARKSTONE
FAMILY OF MUTUAL FUNDS

KeyBank

Hillshire Farm

Kahn's

Globe
Furniture Rentals

Busken

OXFORD
DEVELOPMENT COMPANY

VILLAGE
PLAZA

GRAND CENTRAL
MALL

Federated
DEPARTMENT STORES, INC.

Bethesda Memorial Hospital

CINCINNATI ZOO
AND BOTANICAL GARDEN

TRANSAMERICA
Retirement Solutions

Prudential

JANUS

The University of Cincinnati Foundation

EDUCATION

Miami University

Oxford, OH

Master of Arts. Major in Organizational Communication, 1985

Wittenberg University

Springfield, OH

Bachelor of Arts. Major in Speech Communication / Minor in Business, 1984

FINRA Series 7