

Mark Marquist

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Objective

Position as Director of Community Relations/Marketing for Grand Island Community Hospital.

Key Areas of Experience

PUBLIC RELATIONS/MEDIA RELATIONS

- Editorial experience includes writing and distributing news releases to promote Grand Island Evangelical Free Church and Dodge County Historical Society museum activities as well as other organizations/activities.
- Designed, wrote and produced a brochure promoting Dodge County Historical Society museum. Supervised graphic artist production of camera-ready originals and brochure printing.
- Network of contacts includes individuals in all local media (radio, television, newspaper).

MARKET RESEARCH/OPPORTUNITY IDENTIFICATION

- Initiated and developed one-year and five-year strategic plans for company. Conducted company and market research, including interviewing staff, key clients and vendors to establish competitive strengths, weaknesses and opportunities.
- Established strategic goals and objectives based on research. Developed budget and capital expenditure plan. Assured employee support through continuous feedback process.
- Identified and capitalized on opportunities for additional market exposure. Researched target market (manufactured housing vendors) and approached association board to develop special target marketing section promoting their product. Publication generated \$16,000 in new revenue and resulted in significant sales for participating dealers.
- Instituted operational procedures establishing criteria for new market penetration. Detailed market identification, approach strategies, mechanics, rate schedules, deadlines and contacts. Procedures were successfully deployed and implemented throughout division.

OPERATIONS/MANAGEMENT

- Recruited to executive-level positions for operational/management experience, including start-up and expansion efforts. Responsible for employee recruitment, training/development and performance evaluation.
- Instituted weekly sales meetings as well as on-one-one staff development activities. Led salespeople to develop individual production goals, resulting in increased sales.
- Focus on implementing technology to improve efficiency. Recognized as first shopper publication to be 100% digital in format and the use of the Internet to transfer files.
- As a board member for Hospice House Living Center, maintained knowledge of government accreditation and health standards. Familiar with government oversight activities.

FINANCIAL MANAGEMENT/FUNDRAISING

- Supervise staff of 13 with an annual budget of \$1.2M.
- As president of Dodge County Historical Society, direct volunteer recruitment and administration of annual budget. Activities include curation, monthly publications and docent (volunteer) recruitment and retention.
- Assisted with funding activities for Hospice House Living Center, resulting in recruitment of company to build new group home. Participated in negotiations to come to an agreement with the builder to lease the facility back to the organization.
- In current position, implemented procedures and policies which have resulted in increased staff productivity and efficiency as well as an increase in revenue from \$608K (2002) to more than \$1.5M in 2007.

COMMUNITY INVOLVEMENT

- Active in numerous Grand Island-area civic and charitable organizations. Currently serve as president of Dodge County Historical Society. Also active in Chamber of Commerce and publishing trade organizations.
- Developed concept for original Senior Citizen Fair while publisher of the *Dodge County News*. Established partnership with Grand Island Community Hospital as co-sponsor and recruited participants and additional event sponsors.

VOLUNTEER RECRUITMENT/SUPPORT

- Recruited community leaders to serve on the Hospice House Living Center Board of Directors. Part of selection committee charged with identifying candidates and making contacts.
- Completed significant training in supervisory and leadership skills while president of Nationwide Marketing Company (a division of the *Grand Island Independent*.) Training focused on improving written communication and supervisory skills.

Work Experience

General Manager – Grand Island News (<i>a division of Harris Communications Corp.</i>)	2006 to Present
President/Owner – Plains Advertising Corp.	2001 to 2006
Vice-President/General Manager – Midwestern Enterprises	1997 to 2001
Advertising Director – Gage County View (<i>a division of the Grand Island Independent</i>) and President of Nationwide Marketing Company – Responsible for special projects, including publishing a golf magazine, selling excess capacity on newspaper web presses and serving as interim publisher of the <i>Gering Gazette</i> .	1993 to 1997

Education

Bachelor's Degree in Marketing, Southwest Iowa Community College
Graduate, Leadership Grand Island (2005)

Civic Involvement

Dodge County Historical Society
President, 2005 to 2007
Board of Directors, 1997 to Present

Hospice Living Center
A halfway house for young men, ages 13 to 19 years of age, with drug, alcohol and behavioral problems.
President / Board of Directors

President, Dodge County Crimestoppers, 1997

Grand Island Area Chamber of Commerce
Vice-President/Treasurer, 1999
Commodore, 1995 to 1999

Additional Qualifications

Computer experience includes Microsoft Word, Excel, and e-mail applications. Type 60 wpm.