

# Mark Birschbach

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Executive Profile: I eat, sleep and breathe advertising – creative development, brand building, strategic planning, media evaluations – the works. With over 30 years of professional experience, I have an outstanding track record for achieving client marketing goals and for teaching advertising skills to aspiring professionals.

- University Teaching Experience: August 2017 - Current: Full-Time University Instructor at Radford University in Radford, VA. Teach college freshmen through seniors courses including Copywriting, Media Planning & Buying, Intro to Advertising & IMC, Video Production and Business Communications. Develop course lesson plans to provide students with greater potential for learning creative process, idea generation and copywriting. Introduce experiential advertising in creative courses. Update media planning course to include programmatic media buying, geo-fencing, remarketing and Google algorithmic ranking system. Provide one-on-one coaching for students interested in creative portfolio development. Develop partnership with Ronald McDonald House of Roanoke, VA for Public Relations and Advertising Campaigns course. Develop video and film production curriculum and serve as creative director for student team filming and editing professional video to promote Radford School of Communication. Radford is a 9,700 student public university and part of the Virginia public university system.

August 2015 – January 2017: Full-Time University Instructor at Southern Illinois University in Carbondale, Illinois. Teach college juniors and seniors courses including Intro to Copywriting, Creative Campaigns and Media Planning & Buying. Develop experiential advertising component for copywriting course. Develop new lessons to assist students in understanding creative process, idea generation and copywriting. Utilize local media companies in developing major media planning project for media class. Provide one-on-one coaching for students interested in development of creative portfolio. Faculty advisor to Southern Illinois University Advertising Club and AAF Advertising competition. SIU is a 17,000 student public university and part of the Illinois state university system.

- Additional College Teaching Experience:

January 2017 – August 2017: Online Instructor for Grand Canyon University. Teach online courses including Advertising Copywriting, Media Law and Ethics and Fundamentals of Advertising. Initiate phone and email contacts with students and provide frequent feedback to build the student-teacher relationship. Updated creative courses to include web writing, blogging and experiential marketing.

2012: College Instructor, The Art Institute of Wisconsin. Taught copywriting course titled Advertising Scriptwriting at four-year liberal arts college in Milwaukee, Wisconsin. Course focused on writing for print, TV, video, radio and web media. Developed course curriculum to better integrate strategic planning and consumer behavior with the copywriting function. Course culminated in student development of multi-media consumer campaign and in-class presentations.

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- Professional Experience: 1994 – 2015: President & Creative Director, Zymbok Advertising. Owner and Creative Director of advertising and public relations firm founded in 1994. Provide creative leadership and direction for all agency TV, radio, print, web, public relations and social media campaigns. Provide copywriting and theme development for all agency accounts. Develop strategic marketing plans for consumer and b2b clients to maximize brand impact and client ROI. Develop media relations with local media editors and writers. Create event marketing and promotional programs. Provide media analysis, buying and negotiating for TV, radio, print, outdoor and web media. Develop and evaluate annual client budgets. Manage and supervise agency staff, outside vendors and production resources. Lead all new business efforts. Agency clients include Sargento Cheese, Kohler Company, Milwaukee Public Museum, Breadsmith, Park Bank, Previant Law Firm, North Shore Bank, US Robotics, Microlution and Johnson Controls.

- More Professional Credentials: 1991 – 1993: Sales Promotion Manager, Miller Brewing Company. Managed national sales promotions for Miller Lite, Miller Genuine Draft and Miller High Life including Super Bowl, Halloween, NASCAR, Pro Beach Volleyball and St. Patrick's Day. Coordinated creative development and vendor production of promotional materials including POP displays, rebates, couponing and contests to insure consistent brand message. Managed distribution of on-premise and off-premise POP displays. Managed national sales promotion budgets.

1989 – 1991: Copy Manager, Miller Brewing Company. Provided copy and creative development for national sales promotions including NASCAR, NBA, Super Bowl, St. Patrick's Day, Pro Beach Volleyball and Halloween. Managed and directed agency design staff in development of sales kits for Miller Genuine Draft Light, Milwaukee's Best, Ultra Lite and Sharps. Developed event themes and concepts for Miller National Sales Meetings.

1988 – 1989: Senior Writer & Producer, Laughlin Constable Advertising. Copywriter and broadcast producer for Milwaukee's leading advertising agency. Produced award-winning print, radio and TV commercials for major agency accounts including Lawn Boy, Sargento Cheese, Kohler Company, Marcus Restaurants, Milwaukee's Best and Leinenkugel's.

1984 – 1987: Senior Writer, Hoffman York Advertising, Creative writer and producer for agency's consumer and business to business accounts. Produced award-winning print, radio, outdoor and broadcast campaigns.

1981 – 1983: Ken Schmidt Advertising, M & I Bank. Copywriter and producer for agency's consumer and b2b clients and financial institution. Produced award-winning print, radio and broadcast.

- Education: Master's Degree in Advertising: Medill School of Journalism, Northwestern University, Evanston, Illinois, 1981.

Bachelor's Degree in English and Political Science: Carroll University, Waukesha, Wisconsin, 1980.

- Interests: Losing golf balls, hiking, US history, English Premier League Soccer.