

Mark O'Keefe

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Summary: Six-time Pulitzer Prize nominee and three-time Webby honoree poised to increase your organization's visibility, reach, branding and leads.

OWNER

Assist Communications

March 2012 – present

- Provided content marketing services to mix of for-profit and nonprofit clients, including the Salt Institute, a former employer, and Marketing General, an agency that grows membership for more than 40 trade associations.
- Specialized in reporting, writing and placing branded feature articles, guaranteeing placement in 700+ news outlets to increase reach, branding, SEO, ROI.
- Offered range of other services, including special reports, social media strategy, infographics, email marketing, blogging, lead generation, video production.

SENIOR MANAGER

The Salt Institute, Alexandria, Virginia

January 2011 – March 2012

Director of Communications

- Executed trade association's outreach strategy, grounded in journalistic methods, to "cover ourselves" and "tell our own story" instead of defensively reacting to negative portrayals of salt by overzealous regulatory agencies and the news media.
- Quadrupled messaging "reach" from 300 million to 1.3 billion people in one year.
- Reported, wrote and disseminated 10 feature articles educating public about benefits of salt. Articles placed in more than 7,300 media outlets, reaching combined audience of 170 million – for less than 5 percent the cost of comparable ads.
- Oversaw media relations, earning coverage from CBS News, Fox News, ABC News, CNN, The New York Times, Washington Post, Scientific American, WebMD.
- Devised social media strategy that increased Facebook followers 3,900% in 9 months through targeted ads, clever memes; created army of 20,000+ activists that flooded regulatory agencies during comment period, outnumbering opponents by 9-to-1 ratio.
- Rebranded "Salt Guru" educational videos with logo, humor, animated background story and eye-catching visuals similar to style of "Bill Nye the Science Guy."

The American Enterprise Institute, Washington, D.C.

2009 – 2011

Director of Online Communications and Strategy

- Managed 11 writers, editors, graphic artists, webmasters, technologists.
- Edited flagship site and coordinated strategy for think tank's eight satellite sites, created two new sites using open-source platform and content management system that cost hundreds of thousands of dollars less than similar sites built earlier.
- Implemented streaming video technology that enabled think tank to provide, for the first time, live Web broadcasts of events featuring AEI scholars. In six months, 20 events broadcast live and archived for future use by researchers.
- Oversaw social media and other online marketing, increasing Facebook community from 2,000 to more than 25,000 in less than a year.

The Pew Research Center's Forum on Religion & Public Life 2006 - 2009
Washington, D.C.

Associate Director, Editorial (V.P. equivalent, reported to CEO)

- Wrote and executed Web 2.0 strategic plan that increased think tank's unique monthly visitors 132% in two years.
- Conceived, built, edited and maintained "Religion & Politics '08," a Webby Awards finalist for election year's best political site.
- Oversaw design, development of survey data site that was an "official honoree" of 2009 Webby Awards; included dynamic maps, charts; managed staff, vendors.
- Oversaw vendors, staff to develop Web showcase of nationwide survey data that empowered users to "drill down" for information using dynamic maps, charts. First day of release recorded 800% increase over site's previous one-day record.
- Coordinated public relations strategy and editorial rollout of global survey release that garnered 180 press hits, including New York Times, AP, Reuters.
- Researched and co-authored 3,000-word biographies of presidential candidates; conducted Q&As with scholars and other experts; edited content analyses quantitatively documenting media coverage of presidential campaign.
- Edited, redesigned weekly newsletter; increased subscriptions 144% in three years.
- Oversaw six-figure Web marketing budget, optimized site for search engines, increased RSS feeds, placed ads, did linking campaigns, reached out to bloggers.

Religion News Service, Washington, D.C. 2004 – 2006
Editor in Chief

- Directed fast-paced news service devoted to unbiased global coverage of religion and values; served 250 media subscribers, including New York Times, Washington Post.
- Managed reporters, interns and 100-plus freelance writers; edited 5-8 stories per day.
- Planned and administered editorial budget, expanded coverage and cut costs 20%.

REPORTER

Newhouse News Service, Washington, D.C. 1999 – 2004

- Pioneered "values and philanthropy" beat for Newhouse chain's 32 newspapers, including New Orleans Times-Picayune, Cleveland Plain-Dealer, The Oregonian.
- Covered Congress for one year, focused on stories of interest to Pacific Northwest.

The Oregonian, Portland, Oregon 1994 - 1999

- Reported and wrote award-winning series on worldwide religious persecution, putting human faces on statistics in China, Burma, Sudan, Pakistan and Egypt.
- Lead reporter on award-winning coverage of medical, political legal, ethical aspects of nation's first state law permitting physician-assisted suicide.

EDUCATION

- Master of Arts (M.A.) in Public Affairs Journalism, Regent University.
- Bachelor of Arts (B.A.) in Journalism, Marquette University