



PROFESSIONAL SUMMARY

Owens and operates Mark Lusky Communications, a marketing communications company serving for-profit and non-profit clients.

50 years of print and digital writing/ghostwriting, marketing planning and implementation, and editorial/reportorial experience.

Writing categories include expert advice/thought leadership columns, website content, blog ghostwriting, news/feature stories, case studies, white papers, position papers, ebooks, sell sheets, information packages, brochures, newsletters, and campaigns.

HOBBIES

Cooking with a Purpose

CONTACT

PHONE/TEXT:
303-621-6136

EMAIL:
mark@marklusky.com

SAMPLES & MORE:



MARK LUSKY

WORK EXPERIENCE

Founder, President, Mark Lusky Communications

September 1982-Current

Develops marketing strategies and tactics to support client efforts, then translates them into relevant messaging and content. Determines multiple ways to repurpose and adapt content to create sustainable brand consistency.

Account Executive, McGuinness & Associates

June 1981-September 1982

Developed advertising, promotional, and PR campaigns supporting clients of a boutique advertising and public relations agency.

Editor-in-Chief, Downtowner Newspaper

April 1980-May 1981

Established and directed editorial content to meet the mission of downtown Denver's premier newspaper to educate, offer opinions and insights, and serve as a watchdog for readers.

Account Executive, Sam Lusky Associates/Hill & Knowlton

April 1977-April 1980

Developed public relations and marketing campaigns for major financial, real estate, trade association, and entertainment entities.

Regional Marketing Director, Ringling Bros. and Barnum & Bailey Circus

January 1976-March 1977

Developed the entire advertising, promotion, and PR program for upcoming engagements.

EDUCATION

University of Denver, Denver CO

Bachelor of Arts, 1975

Major: Mass Communications, Minors: Psychology, Philosophy