

# Mark Puppe

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## IN A NUTSHELL

*Ten years of writing and communication strategy experience built upon graduate education. Abilities and effectiveness established by breakthrough achievements for clients including business, organizations, and individuals. Proven ability to diversify, strengthen, and grow audiences, networks, and markets.*

## EXPERTISE

- Strategic Communication
- Organization Development
- Writing and Editing
- Community Relations
- Advocacy and Engagement
- Outreach and Networking
- Recruitment and Retention
- Grassroots Campaigns
- Project Management

## EDUCATION

- Juris Doctor, *University of North Dakota School of Law, Grand Forks, ND* 2003**
- Master of Arts in Communication, *North Dakota State University, Fargo, ND* 2000**
- Paper: "Neighborhood Facilitation of the Identification Construct" studied value-based networks.
- Bachelor of Science in Political Science, *North Dakota State University, Fargo, ND* 1996**

## PROFESSIONAL EXPERIENCE

- Communication Strategist/Founder, *Master Manuscripts, Fargo, ND* 9/2008-present**
- Partnered with 4 staffing agencies as resume writer; provided resume service to 250+ jobseekers.
  - Planned, strategized, and engaged messaging strategies for clients in 22 states.
  - Helped recruit 250+ business executives from 30 nations to conferences overseas and in the U.S.
  - Initiated and managed all outreach for multimedia project showcasing state eccentrics and culture. Attracted 2,000+ social media followers and endorsements from members of Congress.
  - Advised testimony key to securing \$500,000 in matching funds for nonprofit organization.
  - Founded and hosted radio program featuring local organizations and leaders as in-studio guests.
- Member Coordinator, *National Federation of Independent Business, Fargo, ND* 12/2012-5/2018**
- Developed strategies to cultivate, build, and fortify trusting relations with business owners statewide for this national organization. Prospects represent entire business ecosystem.
  - Educated, updated, and engaged members through interactive face-to-face meetings.
  - Served as primary contact and liaison for 2,000+ members throughout North Dakota.
  - Integrated custom video, radio, and online media into sales toolbox.
- Assistant Director, *Professional Insurance Agents of North Dakota, Bismarck, ND* 11/2005-2/2008**
- Surpassed new member goal by 180% and built portfolio of over 600 prospects.
  - Designed financial partnership plan that increased convention revenue 186% in 1 year.
  - Created and presented ethics program to over 1,000 professionals in 15 cities.
  - Assessed candidate applications for campaign donations.
- Adjunct Professor, *Dickinson State University, Dickinson, ND* 1/2004-10/2005**
- Awarded "Excellent Instructor" by DSU Agriculture Students.
  - Wrote grant applications and advised communications for Partners for Grassland Stewardship.
  - Authored content for "City Magazine" and distribution 425% in 6 months.