

# Mark B. Sherwood

## Strategic Marketing and Communications Professional



### Contact

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### Executive Summary

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Results-driven Senior Marketing and Communications Executive bringing 25+ years of related experience and seeking opportunities to promote, build awareness, and strengthen the team. High-energy and creative mindset experienced in developing solid strategic marketing and communication plans, strong brand equity, and programs to support growth.

**Execution:** Develops, establishes, and evaluates successful traditional and digital marketing and communications strategies, programs, and staff; increases quality and value of branding, public relations, internal/external communications, campaign development, events, graphic design, presentations & video, sponsorships, and agency and vendor management; coordinating annual strategic plan development to communicate mission, strategies, goals, and objectives; performs analytical and data customer and competitive analysis to implement penetration and positioning plans; advances the quality, sophistication, consistency, and frequency of communications via industry best standards, leveraging staff's talents, technology and use of efficient tactics;

**Leadership:** Leads and directs marketing and communications organization to attain excellence, greater return on investment, focus on detail, meeting deadlines, schedules, and budgets; sets an example by maintaining strong work ethic, and integrity, and demonstrating outstanding problem solving, oral, written, presentation, public speaking, and listening communication skills with C-Level, co-workers, staff, customers, and community; positive and proactive approach to staff hiring, training, supervising, conflict resolution and appraisals;

**Key Roles:** Chief Marketing & Communications Officer, EVP, Marketing Director, Communications & Public Relations Director, Strategist, Hiring Manager, Project Manager, Business Consultant

**Industries:** Commercial - Healthcare, Financial, Information Technology, Insurance, Real Estate, Sports  
Government - Education, Defense/Military  
Industrial - Distribution & Logistics, CPG, Processing, Manufacturing, Data Centers, Power & Utilities, Water-Wastewater

**Regions:** North America, South America, Middle East-North Africa



### Experience

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#### Chief Marketing and Communications Officer | 2022 - 2024

Cincinnati Public Schools - Cincinnati, OH

Cincinnati Public Schools operates 66 schools, serves approximately 36,000+ students, and is the 2nd largest school district in Ohio. As a member of the Superintendent's Executive Leadership Team directed and led all communication and marketing initiatives for the entire school district. Developed and managed annual marketing and communication strategies, staff, budgets, research, competitive analysis, and surveys. Implemented programs and projects to strengthen branding by improving digital & social media presence; managed new district and school website launch program; developed board presentations, district collateral, and video projects; led advertising, and internal/external communications, and oversaw public relations. Through interdepartmental coordination, responsible for creating, implementing, and promoting the leadership team's annual marketing plan, strategic plan reports, and district branding. The department has won 10+ industry national, state, and local awards including an Emmy, Addy and multiple NSPRA awards.

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### **Deputy Executive Director of Marketing | 2017 - 2022**

Detroit Public Schools Community District - Detroit, MI

Detroit Public Schools Community District operates 110 schools, serves approximately 50,000+ students, and is the largest school district in Michigan. Oversees the development and implementation of district and school-based marketing initiatives. Develops and manages annual marketing and communication strategies, staff, budgets, research, and competitive analysis and surveys. Implements programs and projects to strengthen branding by improving digital & social media presence, district and school websites, board presentations, district collateral, video presence, advertising, internal/external communications, and public relations management. Through interdepartmental coordination, responsible for creating, implementing, and promoting the annual marketing plan, strategic plan reports, and district branding.

- Supports and implements strategies for advertising and communications – e-newsletters, web and social media, broadcast programming, board, and community meetings;
- Supports and monitors department budget, procurement, and vendors (negotiation/contracting)
- Coordinates marketing research, surveys, analytics, OKR's/KPI's for reporting and strategic analysis
- Performs traditional and digital marketing creative asset development and distribution tactics
- Coordinates multiple events, sponsorships & partnerships – marketing, management and delivery of large-scale events; Professional Development Day, Back-to-School Expos
- Works with local professional sports teams and corporate partners to support growth goals
- Rebranded district with a new logo, tagline, definitive statement, and digital/video/print assets.
- Realized triple-digit % increases and growth in followers, impressions, and reach over 3 years
- Implemented district-wide parent/guardian automated phone/text/email communication system

### **Assistant Superintendent - Communications & Marketing | 2013 - 2017**

Duval County Public Schools - Jacksonville, FL

Duval County Public Schools operates 165 schools, serves approximately 125,000+ students, and is the 6th largest school district in Florida, and the 20th largest school district in the nation. As a member of the Superintendent's cabinet, directed and led all communication and marketing initiatives for the entire school district. Developed and managed annual marketing and communication strategies, staff, budgets, research, competitive analysis, and surveys. Implemented programs and projects to strengthen branding by improving digital & social media presence; managed new district and school website launch program; developed board presentations, district collateral, and video projects; led advertising, and internal/external communications, and oversaw public relations. Through interdepartmental coordination, was responsible for creating, implementing, and promoting the leadership team's annual marketing plan, strategic plan reports, and district branding. Promoted and previously held the position of Director of Marketing.

- Developed and promoted the district's strategic and communications plan with the Superintendent and leadership team; presented to the board for annual approval
- Oversaw daily, weekly, and monthly communication initiatives – e-newsletters, web and social media, broadcast programming, board, and community meetings
- Oversaw all public relations initiatives and managed crisis communications – 20+bomb threats/evacuations, multiple hurricanes, nearby police activity/school lockdowns, and building protests
- Launched and directed district-wide parent/guardian automated phone/text/email communication system
- Coordinated marketing research, surveys, analytics, established OKRs and KPIs for real-time metric dashboard for reporting and strategic analysis
- Implemented rebranding effort for a long-term established brand
- Managed department's \$2 million+, procurement, vendors (negotiating/contracting) – never exceed budget
- Launched 165+ school websites and district website in 3 months; Managed over 150+ content managers

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- Developed mobile strategy, and digital mass communication apps for students, parents, and teachers
- Developed advertising revenue-generating plan and tactics for the web (direct and indirect)
- Performed traditional and digital marketing development and distribution tactics
- Coordinated multiple events, sponsorships & partnerships – marketing, management, and delivery of large-scale events (attendance rose from 10K – 20K in 3 years)
- Worked with local professional sports teams and corporate partners to support growth goals

### **Executive Vice President | 2010 – 2013**

Praetorian Secure - Davison, MI (Remote Office - Jacksonville, FL)

Directed strategic marketing and business development, research and analytics, brand management, digital marketing strategies, collateral, public relations, social media planning, e-commerce, advertising, direct marketing, presentations, trade shows; contact/account relationships, contract negotiation, channel partnering, value-added reselling of hardware/software services, licensing, and products. Implemented information technology and security programs, software, and hardware, tracked project schedules, reporting, and project P&L/budget; managed prime/subcontractor teaming agreements and resources.

- Developed a start-up company with an ownership group that generated \$4 million within two years
- Awarded and negotiated multi-million-dollar contracts, master service agreements, and service level agreements with Fortune 100 companies such as MetLife, Xerox, and United Health Group
- Successfully managed multiple enterprise software installation and configuration projects for MetLife and Xerox; integrated PM efforts within agile methodologies and SDLC, and managed staff assignments
- Established framework and quality control program for compliance programs - PCI QSA, NIST, DIACAP, FISMA, HIPAA, SOX, SSAE 16 and GLB
- Implemented initial SEO tactics, KPI planning & analytics research, and web development

### **Director of Marketing | 1998 - 2010**

Stellar - Jacksonville, FL

Developed and managed annual marketing strategies, staff, P&L/budgets, research and analytics, corporate branding, trademark process, digital media, web development, SEO, proposal response, presentations, collateral, public relations, advertising, direct marketing, trade shows, and corporate sponsorships/partnerships; integrated marketing and competitive analysis to define sales objectives, developed business opportunities for retail, CPG, F&B, and distribution industries. Implemented sales and marketing programs, websites (static/subscription-based), rebranding, collateral, videos, corporate history, annual & financial reports, international support program for Latin American and Middle East markets, tracked project schedules, reporting, P&L/budget, managed vendor/subcontractor teaming agreements and resources.

- Performed with a leadership team that saw revenues more than double over 10 years from \$125 million to \$550 million
- Implemented successful rebranding effort for 20+ year established brand
- Promoted from Coordinator to Manager to Director
- Managed P&L/budgeting and forecasting up to \$1 million
- Mentored staff to elevate skills and obtain industry certifications to improve deficiencies
- Implemented CRM enterprise software solution – tracking project history, marketing research, proposal generation, reporting, and database queries for executive and management reports
- Developed interactive division, e-commerce initiative, and client subscription-based website
- Implemented digital marketing (inbound/outbound), SEO, KPI planning, analytics & research
- Qualified 5-year IDIQ design-build assignment with the US Military (Army, Marines)
- Reviewed GSA schedule program for energy systems & equipment

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### Product Manager | 1995 – 1998

Ingram Products - Jacksonville, FL

Developed business opportunities, annual marketing, and communications strategy for new and existing product lines within the wastewater alarm industry; developed technical specifications, fact sheets, brochures, and direct mail pieces. Developed, tested, and marketed new and existing products for the wastewater alarm industry; researched and engineered conceptual and final solutions ready for market and client delivery; identified product requirements, established product development goals, charters, and supplier program management; performed as project manager for engineering, manufacturing & assembly thru distribution; tracked project schedules, reporting, budget and communications

- Successfully designed, manufactured, and passed UL testing of alarm components
- Increased client base, retention, and revenue each year of employment
- Produced technical specifications, documentation, AutoCAD drawings



## Education & Certifications

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- **Bachelor of Applied Arts: Supervision & Management**  
Central Michigan University - Mount Pleasant, MI
- **Executive Leadership Certification**  
Florida State College - Jacksonville, FL
- **LEED Accredited Professional - BD+C**  
U.S. Green Building Council



## Skills

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- Marketing Project Management
- Strategy, Research & Analytics
- Digital/Direct Marketing and Automation
- Advertising, Media Buying
- Crisis Communications & Mass Notifications
- Event Management
- Microsoft Office 365 & Google Suite: Word/Doc, Outlook/Gmail, Excel/Sheets, PowerPoint/Slides, Visio, SharePoint, OneNote, Publisher, Project, Access, Sway
- Project Management: SmartSheets, Basecamp, Asana, Monday
- Adobe Creative Suite: Adobe Creative Suite - Acrobat, Photoshop, Illustrator, InDesign, Premiere
- Web CMS: WordPress, Blackboard/Schoolwires, Finalsite, Drupal, Wix, HTML (basic)
- Analytics/Monitoring: Google Analytics, Cision, Critical Mention, Meltwater
- Social Media/Email: Falcon/Brandwatch, Hootsuite, Sprout Social, HubSpot, MailChimp, Constant Contact
- CRM/ERP/Survey/SIS – Salesforce, PeopleSoft, SAP, Qualtrics, SurveyMonkey, PowerSchool, Focus
- Communication: SchoolMessenger, TalkingPoints, Blackboard



## Memberships, Awards, Interests

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- Memberships (Past & Present): NSPRA, OHSPRA, OSBA, MPRSA, SUNSPRA, ABC, AGC, DBIA, ISSA, InfraGuard, SMPS, AIA, USGBC, Chronic Absenteeism, American Heart Association
- Awards – Emmy (Ohio Valley Chapter), AMA, PRSA, NSPRA, ADDYS, OHSPRA, Telly Award, SUNSPRA Web/Video, DBIA, ABC
- Golf, sporting events, non-fiction reader, avid gamer, US Lacrosse Level II Coach, Positive Coaching Alliance
- Sky Sports – worked 5 Super Bowls; live studio broadcast and field production support for audio/video packages