

Mark B. Sherwood

Strategic Marketing and Communications Professional

Creative, High-energy Marketing & Communications Executive providing 25+ years of successful results and experience.



Contact

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Experience

Chief Marketing and Communications Officer | 2022 – 2024

Cincinnati Public Schools, Cincinnati, OH

- Directed all marketing and communications initiatives, staffing, budget, events, websites, and social media, partnerships and sponsorships with local professional sports teams and corporations, member of Superintendent's Executive Leadership Team overseeing 66 schools, 36,000+ students/2nd largest school district Ohio

Deputy Executive Director of Marketing | 2017 - 2022

Detroit Public Schools Community District, Detroit, MI

- Successfully developed/launched a new brand for the school district - 110 schools serving 52,000 students; planned/executed strategy for advertising, communication initiatives, e-newsletters, web, and social media, broadcast programming, promoted sponsorships and partnerships with local professional sports teams and corporations, board and community meetings, near \$1MM budget; realized triple digit % social media increase/growth in followers, engagement and impressions

Assistant Superintendent - Communications & Marketing | 2013 - 2017

Duval County Public Schools, Jacksonville, FL

- Directed all communications and marketing initiatives, staffing, and \$2MM budget, promoted sponsorships and partnerships with local professional sports teams and corporations, events (increased attendance by 88%), launched 165+ websites, increased social media by 60% followers/impressions/engagement, member of Superintendent's cabinet overseeing 165 schools, 125,000+ students/6th largest school district FLA/20th largest school district U.S.

Executive Vice President | 2010 - 2013

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

- Developed start-up company - generated \$4 million within two years; directed strategic marketing, business development, research, analytics, brand management, digital marketing strategies, collateral, public relations, social media, advertising, direct marketing, presentations, trade shows; contact/account relationships, contract negotiation, channel partnering, value-added reselling of hardware/software services, licensing, and products.

Director of Marketing | 1998 - 2010

Stellar, Jacksonville, FL

- Developed and managed annual marketing strategies, staff, revenues rose \$125 million to \$550 million, \$1MM budget, research and analytics, corporate branding, trademark process, digital media, web development, SEO, proposal response, corporate sponsorships/partnerships, presentations, collateral, public relations, advertising, direct marketing, trade shows; integrated marketing and competitive analysis to define sales objectives, developed business opportunities for retail, CPG, F&B, and distribution industries.



Skills

Project Management; Strategy, Research & Analytics; Digital/Direct Marketing and Automation; Advertising, Media Buying, Crisis Communications, Web CMS, ERP, CRM; Content Development; Event Management; Microsoft Office/365/Google Suite, Adobe Creative Suite, Google Analytics, Falcon/Brandwatch, Hootsuite, Sprout, SchoolMessenger, TalkingPoints, Cision, Critical Mention



Education & Certifications

Bachelor of Applied Arts: Sup. & Mgt.

Central Michigan University - Mount Pleasant, MI

Executive Leadership Certification

Florida State College - Jacksonville, FL

LEED Accredited Professional - BD+C

U.S. Green Building Council



Memberships, Awards, Interests

Memberships (Past & Present): NSPRA, OHSPRA, OSBA, MPRSA, SUNSPRA, ABC, AGC, DBIA, ISSA, InfraGuard, SMPS, AIA, USGBC, American Heart Association

Awards – Emmy (Ohio Valley Chapter), AMA, PRSA, NSPRA, ADDYS, OHSPRA, Telly Award, SUNSPRA, DBIA, ABC

Golf, attending sporting events, reader of non-fiction, avid gamer, US Lacrosse Level II Coach, Positive Coaching Alliance

Sky Sports – worked 5 Super Bowls – studio/field production support