

Mark H. Stowers
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Professional Writer

Headline: More than 20 years of experience creating marketing, advertising, public relations, business-to-business communication, training and journalistic content for newspapers, magazines, Web sites and ad agencies.

Experience:

Web Related 1993 – Present *Prime Time Penguin Unlimited:*

Professional Freelance Writer offering public relations, advertising, advertorial, web page content, news, sports, outdoors and entertainment, as well as, creative and technical writing. Create proposals and Request for Quotes to bid for articles and project work.

Digital versions of articles have appeared in:

The Harvard Business Review (as ghost writer), ***The Clarion Ledger*** as a weekly online columnist, ***TheUrbaneLife.com*** (weekly sports blog), ***Patch.com***, ***Oakland Press***, ***Oakland Lakefront***, ***Preferred Homes***, ***Michigan Meetings***, ***Delta Magazine***, ***Delta Business Journal***, ***Oakland Style***, ***Signature***, ***In Tune*** (AC Delco online and printed publication) ***Small Business Impact*** (US Post Office) ***Oxford Enterprise***, ***Cleveland Current*** and the C&G newspaper chain. I have basic knowledge of HTML, SEO and SMO.

2007 – 2008

BBDO Detroit: Copywriter creating marketing and advertising material for use in International markets for all Chrysler, Jeep and Dodge products through Intranet use. Also helped strategize, plan and facilitate International “Ride and Drive” material, ideas and concepts.

2006 Entertainment Publications: Senior Copywriter creating email marketing and advertising campaigns for more than 100 individual markets. Also produced online marketing and advertising material to promote several fund-raiser products.

2005 – 2006 Organic: Senior Copywriter producing online content for Chrysler, Jeep and Dodge domestic products. Created online collateral to help promote Chrysler vehicles in movies and lead writer in “Hemi Star” campaign to replace He

mi Dude #2.

Mark H. Stowers (248) 298-9444

2005

Kelly Services Corporate Office: Senior Copywriter/Editor generating Intranet legal documents for Kelly nationwide dealing with vendor contracts. Edited existing documents for clarity and content and created new documents as needed.

2000 – 2005

Sandy Corporation: Creative and Technical Staff Writer for the *GM Online Newsletter*, an e-letter sent to all GM vehicle owners explaining the amenities and technology of their particular vehicle.

Experience: Print Content 1993 – Present

Freelance Writer for magazines and newspapers creating news, sports, business, marketing, advertising and advertorial content across the USA for publications including: ***The Harvard Business Review*** (as ghost writer) and newspapers as the ***Oakland Press, Spinal Column, Oxford Enterprise, Cleveland Current, Enterprise Tocsin, Sports Page, Royal Oak Mirror*** and magazines as the ***Delta Business Journal, Oakland Lakefront, Preferred Homes, Michigan Meetings and Events, Oakland Style, Signature, Delta Magazine, In Tune*** (AC Delco) and ***Small Business Impact*** (US Post Office).

2007 – 2008 BBDO Detroit: Copywriter for Canada Chrysler/Jeep/Dodge Dealership magazine helping educate personnel on vehicle amenities and sales techniques. Also helped create domestic sales and marketing material for vehicle sales.

2000 – 2005 Sandy Corporation:

Staff Writer for GM owner magazines including ***GMC Directions, GMC: The Magazine, Pontiac Performance*** and ***Pontiac Driving Excitement***.

EDUCATION: BA, Broadcast Journalism, UNIVERSITY OF MISSISSIPPI, Oxford, MS
Minor, Print Journalism and Theatre Arts

AFFILIATIONS: Boy Scouts of America, **Eagle Scout**
Sigma Delta Chi/Society of Professional Journalists

References available upon request.