

JOHNMARK CONKLIN

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WORK HISTORY



SENIOR MANAGER,
GLOBAL
COMMUNICATIONS
& PUBLIC
RELATIONS
PUBLICIS GROUPE
JUNE 2021-PRESENT

- Serve as divisional lead of external communications, public relations, and marketing for the health and wellness vertical at Publicis Groupe, a 10-figure division placing more than \$3B in media annually
- Spearhead externally facing network initiatives, including thought leadership, content marketing, speaking engagements, event sponsorships, and CSR partnerships. Content marketing and event partners have included, among others: Cannes Lions, CES, Condé Nast, iHeartMedia, HLTH, Hollywood & Mind, Paramount, SXSW, and Tik Tok
- Pitch CMOs and senior marketing clients for speaking opportunities and curate industry event experiences, clients have included: Abbvie, Gilead Sciences, Labcorp, Merck, Novartis, Walgreens, Walmart
- Lead external public relations efforts, including managing external PR-agency partner, and pitching thought leadership, coverage has appeared in Ad Age, Ad Week, CNBC, Digiday, Endpoints, Fast Company, Forbes, Huffington Post, MediaPost, MM+M, New York Times, USA Today
- Partner cross-functionally with Human Resources on employer branding and internal communications, including crisis communications, policy changes, DE&I initiatives, and cultural programming
- Support Business Development team on prospecting with content marketing, creating original written content for outbound marketing
- Provide C-Suite leadership with editorial and content strategy support, including media training, speechwriting, ghostwriting, and social media
- Cultivate relationships with research firms, media companies, and academic institutions for data-driven studies and synergistic partnerships

GLOBAL
COMMUNICATIONS
MANAGER
PUBLICIS HEALTH
JUNE 2018-JUNE 2021

- Personally recognized by founder Nancy Duarte for unique and honest style of writing and offered a role providing writing, editing, and creative support for a diverse range of marketing-communications projects
- Contributed research and ghostwriting for senior leaders, working collaboratively with editorial and business development on content marketing initiatives

COPYWRITER
DUARTE INC
MAY 2017-
DECEMBER 2017

- Based on research showing 80-90% of books donated end up in landfills, built an e-commerce solution partnering with Amazon and WestRock, to build a sustainable book recycling company
- Achieved 35% operating profit within 9 months and maintained six-figure annual revenue over three years
- Maintained profitability while promoting literacy, building a library in Ethiopia, partnering with Atlanta Public Schools, and stocking lending libraries nationwide in partnership with the Chick-fil-A Foundation
- Hired and led team of 5 to drive growth

FOUNDER
**J.H. STILLMAN
GROUP**
DECEMBER 2014-
MAY 2017

- Guided media and comprehensive content strategy for Lifeshape's "Impact 360 Institute", a non-profit associated with Chick-fil-A, Inc.
- Honed organizational voice and tone for the above Institute throughout corporate restructuring
- Leveraged Facebook and Amazon advertising tools and developed loss-leader content to increase overall social following 30%
- Managed social media accounts including Facebook, Instagram, and Twitter.
- Planned recruiting events nationwide for the above institute including sourcing travel, partnering with vendors, and often speaking to groups of 100+

DIGITAL
STRATEGIST
LIFESHAPE, INC.
AUGUST 2012-
DECEMBER 2014

ABOUT ME



In my 10+ year career as a marketing-communications professional, I've worked with brands, executives, and organizations to tell stories that foster connection, conversation, and even healing. I've spearheaded PR and content marketing initiatives in print, digitally, and on social; brokered innovative media partnerships and event sponsorships; created original thought leadership content; and orchestrated activations at tentpole events around the globe.

I believe the best stories begin by fostering belonging, and I consult with leaders internally and externally on representation in media, DE&I, and corporate social responsibility.

TL;DR: I'm a storyteller who believes there's nothing more powerful than a story, well told.

SKILLS



Marketing Communications • Relationship Management • Photojournalism • **Copywriting** • Content Marketing • Long Form Content • Ghostwriting • **Executive Communications** • Speechwriting • Media Relations • CRM/CMS Platforms • **B2B Marketing** • DTC Marketing • **Content Strategy** • Change Management • **CSR/D&I** • UX Writing • **Brand Strategy** • Project Management • Social Media • Corporate Partnerships • Event Production • **Public Relations**

EDUCATION



LIBERTY
UNIVERSITY
LYNCHBURG, V.A.
DEC. 2014

B.S.: BUSINESS
ADMINISTRATION
MAJOR: MARKETING
GPA: 3.8

FUN STUFF



INTERESTING FACTS:

- Taylor Swift had me over for dinner to talk about writing
- I've traveled to over 40 countries across five continents
- I photographed a nationwide print campaign that ran in Entertainment Weekly, GQ, and People

FAN OF:

- Road-trips, photography, Garam Masala, and the Oxford Comma