

MARK MANDELBAUM

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www.inspirethrivesurvive.com

SUMMARY

Content strategist and copywriter with 10+ years across corporate, nonprofit, and freelance. Creator of Inspire Thrive Survive, a professional portfolio and blog that showcases content that connects, inspires, and helps others thrive. Recognized by The Ohio State University and the American Marketing Association for thought leadership and storytelling. Skilled in SEO, digital marketing, and storytelling to help organizations grow.

WORK EXPERIENCE

Lead Content Strategist & Copywriter, Independent

Jan 2016 - Present

- Interviewed Kosha Dillz for The Hype Page and crafted TV and movie reviews that reached a global audience of 3k movie and TV fans.
- Developed SEO strategy and content for AutoGrowl by writing blog posts for dealerships and building reports from Google Analytics, the 2024 top marketing agency in Mason, Ohio.
- Created high-quality SEO content using best practices and keyword analysis for a client with over 60 locations in the food industry.

Test Scorer & Supervisor, Pearson Education

Mar 2009-Jul 2021

- Promoted to Supervisor in 2019, managing teams across large-scale projects. Ensured scoring quality and consistency in national assessments. Acknowledged for 97% scoring accuracy.

Marketing AmeriCorps VISTA, Mid-Ohio Food Collective

Nov 2011- Nov 2012

- Wrote monthly Day in the Life of...articles on each department for the internal newsletter, Off the Rack. Collaborated on Hands for Hunger project across all departments by helping coordinate the event activities, and take photos for Off the Rack.

Career Break, Cancer Survivor

Apr 2014-Apr 2016

- Focused on recovery while building resilience, adaptability, and advocacy.
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SELECTED HIGHLIGHTS

- Z-Promotions Marketing Intern (2019–2020): Supported campaigns and social media
 - OCAO Marketing Intern (2011): Contributed to outreach and event marketing
 - Published work by the AMA (2018) and The Ohio State University (2015)
 - Recipient of the Department of Marketing Award Scholarship (2008)
 - Webmaster of AMA (2008) and Senior Content Volunteer of AMA (2017-2022)
 - Created Inspire, Thrive, Survive brand (2016) and built portfolio website (2025)
 - Interviewed by OSU James Blog for skydiving experience (2016)
 - Founded and served as President of C-Bus VISTA; created the VISTA Vibe Newsletter (2012)
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EDUCATION

Bachelor of Business Administration (BBA), Managerial Marketing

Kent State University, Kent, OH

SKILLS

Copywriting & Content: Email Campaigns, UX Writing, Blog Posts, Social Captions, Creative Writing

Strategy & Collaboration: Brand Voice, SEO Strategy, Marketing Strategy

Tools & Platforms: Google Analytics, Canva, WordPress, MailChimp, Slack