

Mark Birschbach

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Personal Statement: Advertising has been my profession and my passion. Today, as an educator of advertising, I hope to convey that passion to my students in every course I teach.

Teaching:

August 2018 – Current:

Assistant teaching professor at the Donald P. Bellisario College of Communications, Pennsylvania State University

- COMM 320 Introduction to Advertising: covers all the foundational elements of advertising, average class size 250 students
- COMM 421 Creative Strategies: includes research, strategy and creative development of ad messages for social and traditional media
- COMM 424 Campaigns: covers all aspects of research, strategy, media planning and creative campaign development for national consumer brands.
- PSU-09 First-year Seminar: introduces students to college academic success and proven study practices

Teaching Innovations:

- Add programmatic media section, social media influencers section, Geico broadcast script writing assignment and comprehensive strategy section to COMM 320 Introductory course.
- Increase student engagement in COMM 320 course through frequent q & a sessions, in-class demonstrations and small-team in-class projects.
- Add MRI Simmons Insights research tool to 421 Creative Strategies course as students' quantitative and qualitative research component.
Enter all writing assignments into ChatGPT language model to determine the level of creative interpretation achieved.
- Select and learn functionality of Bionic Media software program and add Bionic software for 424 Campaigns course.
- Develop COMM 496 independent study course for students interested in copywriting as a career. Provide students with one-to-one coaching for copywriter portfolio development

Service:

- Faculty advisor for the Ad/PR Club. As faculty advisor, review and assist with club goals, finances, selection of guest speakers and planning for fall New York City ad agency trip.
- Serve as faculty representative for the ACEJMC Assessment Advisory Committee. Evaluate faculty tests, assignments and projects as potential elements for assessment by alumni committee. Interview alumni committee members and provide final report.
- Provide mentoring and critiques to graduate teaching assistants for their class lectures and presentations.
- Provide honors projects, evaluations and mentoring for Schreyer Honors College students.
- Serve as creative advisor for AAF American Advertising Federation creative teams 2019 – 2022.

- Additional University Teaching Experience:

- August 2017 – May 2018:

- Full-Time University Instructor at Radford University in Radford, Virginia.

- August 2015 – January 2017:

- Full-Time University Instructor at Southern Illinois University in Carbondale, Illinois.

- 2012: Adjunct College Instructor, Milwaukee Institute of Art & Design in Milwaukee, Wisconsin

- Professional Experience:

1994 – 2015: President & Creative Director, Zymbok Advertising. Owner and Creative Director of advertising and public relations firm founded in 1994. Provide creative leadership and direction for all agency TV, radio, print, web, public relations and social media campaigns. Provide copywriting and theme development for all agency accounts. Develop strategic marketing plans for consumer and business to business clients to maximize brand impact and client ROI. Develop media relations with local media editors and writers. Create event marketing and promotional programs. Provide media analysis, buying and negotiating for TV, radio, print, outdoor and web media. Develop and evaluate annual client budgets. Manage and supervise agency staff, outside vendors and production resources. Lead all new business efforts. Agency clients include Sargento Cheese, Kohler Company, Milwaukee Public Museum, Breadsmith, Park Bank, Previant Law Firm, North Shore Bank, US Robotics, Microlution and Johnson Controls.

- Additional Professional Credentials:

1991 – 1993: Sales Promotion Manager, Miller Brewing Company. Managed national sales promotions for Miller Lite, Miller Genuine Draft and Miller High Life including Super Bowl, Halloween, NASCAR, Pro Beach Volleyball and St. Patrick's Day. Coordinated creative development and vendor production of promotional materials including POP displays, rebates, couponing and contests to ensure consistent brand message. Managed distribution of on-premise and off-premise POP displays. Managed national sales promotion budgets.

1989 – 1991: Copy Manager, Miller Brewing Company. Provided copy and creative development for national sales promotions including NASCAR, NBA, Super Bowl, St. Patrick's Day, Pro Beach Volleyball and Halloween. Managed and directed agency design staff in development of sales kits for Miller Genuine Draft Light, Milwaukee's Best, Ultra Lite and Sharps. Developed event themes and concepts for Miller National Sales Meetings.

1988 – 1989: Senior Writer & Producer, Laughlin Constable Advertising. Copywriter and broadcast producer for Milwaukee's leading advertising agency. Produced award-winning print, radio and TV commercials for major agency accounts including Lawn Boy, Sargento Cheese, Kohler Company, Marcus Restaurants, Milwaukee's Best and Leinenkugel's.

1984 – 1987: Senior Writer, Hoffman York Advertising. Creative writer and producer for agency's consumer and business to business accounts. Produced award-winning print, radio, outdoor and broadcast campaigns.

1981 – 1983: Ken Schmidt Advertising, M & I Bank. Copywriter and producer for agency's consumer and b2b clients and financial institution. Produced award-winning print, radio and broadcast.

- **Education:** Master's Degree in Advertising: Medill School of Journalism, Northwestern University, Evanston, Illinois, 1981.

Bachelor's Degree in English and Political Science: Carroll University, Waukesha, Wisconsin, 1980.

- **Interests:** Losing golf balls, hiking, US history, English Premier League Soccer.

