
REBECCA MARKS

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ABOUT

I'm a junk-mail marketer turned stay-at-home mom turned lunch lady turned copywriter. It's been an unusual journey, but I'm finally doing what I really love. Words are powerful, and I find joy in discovering just the right ones for every situation.

EDUCATION

B.A., Journalism
University of Minnesota

EXPERIENCE

FREELANCE COPYWRITER AND EDITOR/ELLIPSIS LLC

April 2016-present

Create compelling copy for clients that promotes their products and services. Provide AP-style editing as needed. Manage all aspects of the business, including bookkeeping, invoicing, and client services.

LUNCH LADY/DISTRICT 196

August 2013-May 2016

Prepared and served lunch for elementary students. Developed menu and activity ideas to promote National School Breakfast Week. Created and implemented a program to assist students experiencing food insecurity.

STAY-AT-HOME MOM

June 2004-August 2013

WEB MARKETING ANALYST/NORTHWEST AIRLINES

August 1999-June 2004

Wrote and edited copy for nwa.com features and promotional emails. Managed a database of more than 1.8 million email subscribers. Led project teams to implement enhanced functionality on nwa.com.

ACCOUNT EXECUTIVE/CARLSON MARKETING GROUP

March-August 1999

Supervised the development and implementation of direct mail campaigns for Northwest Airlines.

COORDINATOR/CARLSON MARKETING GROUP

January 1998-March 1999

Provided on-site support for the Northwest Airlines account. Assisted with marketing campaigns to promote new routes and services.

MARKETING SUPPORT/COORDINATED BUSINESS SYSTEMS

June 1996-January 1998

Helped with promotions for the country's largest independently owned Kyocera/Mita dealer. Wrote monthly company newsletter.