

Mark Waller

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EXPERIENCE

Firmidable (A national marketing agency for law firms)

► *Senior Writer & Editor (2019-present); Writer & Editor (2016-2019)*

Copywriter and editor at a marketing agency that provides multi-platform growth strategies for law firms across the United States, helping lead content strategy for the agency and its clients. Planning and writing copy for website builds, search engine optimization (SEO), paid search advertising, TV ads and other channels. Producing content both for attorneys—speaking to their potential clients—and for the agency's own marketing to attorneys, including social media, blogging and email marketing. Guiding and editing work by other team members and freelancers. Working closely with fellow marketing strategists and clients to develop projects.

Tulane University

► *Communications aide to the president (2014-2016)*

Supported executive leadership in conveying the values, challenges and goals of a wide-ranging, complex institution—the largest private employer in New Orleans. Collaborated with departments across the university to coordinate messages. Produced a high volume of talking points, speeches, presentations, online content, print articles, social media messages, letters and other correspondence. Strategized messages for a wide variety of audiences. Contributed to planning for major events.

The Times-Picayune and NOLA.com

► *Reporter, writer, digital content producer for a metropolitan newspaper and news website (2012-2014)*

Journalist covering the entrepreneurship landscape of New Orleans, tourism and other business topics. Planned and conducted coverage of the economics around the city hosting the Super Bowl. Developed new approaches to covering entrepreneurship at the news organization, including intensified coverage of startup events and use of crowd-sourcing to find subjects for business profiles. As a senior journalist, covered high profile events such as trials on the corruption of a former mayor and damage from a historic oil spill.

► ***More Background as a Journalist for The Times-Picayune***

- Urban planning reporter, researching, writing about and coordinating coverage of neighborhood-level recovery from Hurricane Katrina, demographic changes after Katrina, government land use and zoning decisions, real estate data analysis and more.
- Elementary and secondary education policy and politics reporter, producing education issue, feature and government accountability stories that received local, statewide and national recognition. Used techniques including data analysis and immersion in educational settings to reveal the challenges and hopes of students and educators to the broader community.

Arkansas Democrat-Gazette, Little Rock, Ark.

► ***Reporter for a statewide newspaper***

Documented environmental issues, such as in-depth reports on restoring wetlands and preserving waterways. Wrote local and federal courthouse stories, including some with national significance. Covered breaking news, from crime stories to natural disasters.

EDUCATION

Bachelor of Journalism, University of Missouri, Columbia, Mo.
Graduated *cum laude* with minors in English and political science.

HONORS

- Member of *The Times-Picayune* staff that won the 2006 Pulitzer Prize for Public Service for Hurricane Katrina coverage.
- National Awards for Education Reporting, second prize for a 2006 Katrina aftermath feature.
- Casey Medals for Meritorious Journalism 2005, honorable mention for a special education narrative.
- Press Club of New Orleans, second place, business writing, for Super Bowl 2013 coverage.
- Regional Associated Press awards 2012, first place, public service, for a teacher job reform series.