


Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Community Focused Marketing Officer with over 13 years' experience in graphic design and social media. Proposed, developed, and implemented an effective marketing strategy for a major non-profit organization. Co-Owner of a Marketing Agency focused on marketing creatives with a purpose. Effective working in both individual and team environments. Meticulous project manager that balances multiple deadlines, while maintaining a creative approach. Passionate about training team and community members. Flexible and adaptable to major changes under pressure.

 **Full Name**
Mark Quasim Bennett

 **LinkedIn**
<https://www.linkedin.com/in/mqbennett>

 **Address**
197-15 Dunton Avenue, 1A
Hollis, NY 11423

 **website**
www.mqbennett.com

 **mobile**
+1 516-439-8235

 **e-mail**
mqbennett@gmail.com

Professional Experience

● **Bonafide Lyrics & Marketing, LLC | 2017 - Present** Valley Stream, NY | Chief Marketing Officer

Creative Director of all Graphic Design & Social Media Campaigns. Advertised business services to local businesses to increase customer interactions. Created and updated monthly, quarterly, and annual budgets. Managed and calculated all account receivable and account payable accounts. Created partnerships with organizations and local officials. Created and implemented new programs and ideas that support the mission of the organization.

● **Economic Opportunity Commission of Nassau County, Inc. | 2012 - 2020** Hempstead, NY | Marketing Director / Public Relations Chair

Responsible for the planning, developing and implementation of all of the EOC's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversaw the development and implementation of support materials and services for programs in the area of marketing, communications and public relations. Directed the efforts of the marketing, communications, and public relations staff to design websites, create social media campaigns, layout newsletters, all branding materials.

● **FEDEX OFFICE & PRINT CENTER | 2007 - 2011** East Meadow, NY | Hicksville, NY | Signs & Graphics Specialist

Organized an effective production workflow by learning and administering team member skills, resulting in 71% increase in monthly revenue. Supervised and delegated all in-house graphic design assignments. Created print-ready media for incoming clients based on their business and personal needs. Ensured high customer satisfaction by performing quality control checks on all incoming orders. Coordinated inter-location partnerships to effectively complete large orders. Maintained efficient inventory levels by monitoring incoming and outgoing merchandise and completing purchase orders for supplies needed.

Skills

Proposed, planned, developed and implemented a full-scale Marketing Strategy for an official community action non-profit organization and increased online reach and interactions by 12,000%

Researched and submitted an approved proposal for a Marketing Code of Ethics to maintain company integrity on social media and other internet platforms

Established and designed company standard branding and designated a Pantone color standard for all materials

Created, implemented and presented various business and networking workshops to current and future business owners on numerous topics such as: Financial Planning, Creating a Business/Marketing Plan, MWBE, Choosing a Business, Creating a Business Workflow, Using a CRM, and others.

Produced and compiled monthly, quarterly and annual reports of the marketing process using Google Analytics, social media information, and third party software to track information.

Strategized, designed, and produced a fundraising journal and marketing materials for an annual fundraising event increasing fundraising profits by 500%

Website Design

Planned and created websites based on organization needs by utilizing: Multiple platforms including WordPress, Wix, and Adobe Dreamweaver | Advanced Knowledge of editing HTML and PHP | Advanced Knowledge of effective Search Engine Optimization(SEO) techniques to increase visibility

Social Media Management

Spearheaded, designed and implemented affective social media campaigns to increase brand awareness, drive more website traffic, increase visitor loyalty, and improve conversion rates on multiple platforms such as: Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Tumblr.

Print Design


Created and designed business cards, brochures, flyers, posters, banners and all additional print media for a multi-program non-profit organization as per the marketing standard

Initiated, created, designed, and edited a quarterly newsletter used to promote corporate programs and events to increase visibility online and increase SEO.

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Community Focused Marketing Officer with over 13 years' experience in graphic design and social media. Proposed, developed, and implemented an effective marketing strategy for a major non-profit organization. Co-Owner of a Marketing Agency focused on marketing creatives with a purpose. Effective working in both individual and team environments. Meticulous project manager that balances multiple deadlines, while maintaining a creative approach. Passionate about training team and community members. Flexible and adaptable to major changes under pressure.

 **Full Name**
Mark Quasim Bennett

 **LinkedIn**
<https://www.linkedin.com/in/mqbennett>

 **Address**
197-15 Dunton Avenue, 1A
Hollis, NY 11423

 **website**
www.mqbennett.com

 **mobile**
+1 516-439-8235

 **e-mail**
mqbennett@gmail.com

Education

Hampton University | Hampton, VA | 2003 - 2007

- Bachelor of Arts in English (94 Credits)
- Minor in Computer Science

Organizations:

President of Student Organization Spark O.N.E.

Poetry czar of Calliope Literary and Film Society

Certifications

- **June 2018 | Family Development Credential**
UCONN Center for the Study of Culture, Health and Human Development
- **August 2017 | Certificate of Training | HSTI Child Abuse & Neglect**
EOC of Nassau County, Inc.
- **June 2016 | Parent Leadership Institute Certification**
Child Care Council of Nassau County
- **August 2015 | Certificate of Completion |**
Citizen Preparedness Corps

Endorsements

"Mark is the consummate professional. He is a great listener and took the necessary time to understand my vision. Once he understood the vision he knocked my website and marketing materials out of the park! He goes above and beyond to deliver an excellent product and because of that, I am able to get the exposure that I need. I have even recommended him to many others including my church where he continues to exceed expectations! Thank you for your partnership with SUITABULL, Mark and look forward to working with you more in the future."

Dalton Gooding
CEO of Suitabull, LLC

Volunteer Experience

Memorial Presbyterian Church "Deacons" Protocol Manager | 2013 - 2016

- Served as liaison between Deacons Ministry and individuals in need to evaluate and process financial requests
- Referred individuals to adequate and appropriate community resources needed to increase quality of life

YES WE CAN Community Center Poetry Workshop Teacher | 2016

- Created a youth curriculum to assist in teaching about the basics of poetry
- Assisted in helping the youth create a poem to present


Dr. Martin Luther King Charter School Volunteer Assistant Teacher | 2007

Due to Hurricane Katrina, the Charter School had low staff and needed assistance with teachers to help with their students.

- Instructed middle school students on the topic of English while using poetry as a foundation
- Collaborated with teacher to assist students on various topics


Prizes and Awards

 **FEB '19 | Black History Month African American Entrepreneur Honoree**
Nassau County Office of Minority Affairs

 **JUN '17 | Certificate of Special Recognition | Meritorious Program Support**
EOC of Nassau County, Inc.

 **AUG '16 | EOC Marketing Recognition Award**
EOC of Nassau County, Inc.

 **JUN '16 | MLK Community Service Award**
Nassau County CSEA Local 830 Unity Committee

 **JUN '15 | Chief Executive Officer Above and Beyond Award**
EOC of Nassau County, Inc.

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

CASE STUDY | Economic Opportunity Commission of Nassau County, Inc.

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423



Iris A. Johnson | Former Chief Executive Officer
516-292-9710 | www.eoc-nassau.org

WEBSITE DESIGN - Started March 2016

The Challenge

There were a few things that the EOC of Nassau County, Inc. identified as challenges with their website.

- The layout was not modern, and it was very difficult to navigate on desktop and on mobile devices
- The EOC would like to create a way to communicate specifically with EOC staff
- The EOC did not have an effective way to communicate with the community that they serve.
- The local community many times wouldn't know about any of the upcoming events that they had.
- The EOC wanted the option to sell items on their website.
- The EOC wanted an effective way to track incoming traffic
- The EOC wanted an effective way for parents to sign their child up for Head Start



The Approach

I met with the CEO and management team to develop a plan on how the website will be designed and managed. We also decided on an email subscription system that will help create a consistent chain of contact with our community online. The Marketing Team also developed a way to quickly sign-up head start children for the school year.

Result

DESIGN: A new responsive website was designed that is mobile friendly and easily editable. All the EOC programs can be found easily, and community residents can easily contact staff through email. There is also a place to showcase upcoming events and register new Head Start children. A EOC store was created to sell tickets and t-shirts.

USER VISITS: The marketing team greatly increased their website active users from **154** in March 2016 to **1,151** in August 2016. From March 2016 – March 2020 the website has acquired **39,000** new users.



Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

CASE STUDY | Economic Opportunity Commission of Nassau County, Inc.

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423



Iris A. Johnson | Former Chief Executive Officer
516-292-9710 | www.eoc-nassau.org

Branding - Started Fall 2015

The Challenge

There were a few things that the EOC of Nassau County, Inc. identified as challenges with their marketing & branding:

- The printed items that they provided were out of date and inconsistent
- The EOC did not have a social media presence
- As the designated community action agency of their community, the EOC wanted to different ways to promote the many things that they do in the community

The Approach

Our team worked with executive management to determine a set color and seal for the EOC Logo. Then we met with the program directors of the EOC and concluded what information is necessary in each brochure. We also presented different social media posting schedules and ideas that would benefit all the programs that they offer. We also thought of creating a newsletter that will showcase the impact that EOC has in the community

Result

BRANDING: We designated a certain color hex code for the EOC logo and created a brand for all media. We standardized all brochures so that the branding is noticed immediately

SOCIAL MEDIA: We created a social media pages on 3 major social media platforms. We started numerous social media campaigns based on the theme of the month and upcoming events.

NEWSLETTER: Started a newsletter, “The EOC Insider” to highlight past events, key employees, and upcoming programs. It is designed to be physically and digitally distributed.





Mark Q. Bennett

NON-PROFIT PROGRAM DIRECTOR

Full Name
Mark Quasim Bennett

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423

Experienced Community Focused Program Director with over 13 years' experience in project management, budgeting, evaluations, and training. Meticulous project manager that balances multiple deadlines, while maintaining a creative approach. Passionate about helping low to middle class communities address the financial, social, medical, and educational concerns through various programs. Flexible and adaptable to major changes under pressure.

website
www.mqbennett.com

mobile
+1 516-439-8235

e-mail
mqbennett@gmail.com

Non-Profit Work History

- 2019 - 2020**
Economic Opportunity Commission of Nassau County, Inc.
 Program Director
 Program Director for the Displaced Homemakers Job Readiness Program. The purpose of the program is to assist Nassau County residents who have previously provided unpaid services to their family and is unemployed find employment.
- 2012 - 2019**
Economic Opportunity Commission of Nassau County, Inc.
 Job Readiness Instructor
 Instructed a daily class of men and women of the TANF (Temporary Assistance for Needy Families) program on job readiness skills necessary for full time employment. Created lesson plans and trained families on Microsoft Office applications; basic career counseling that includes resume & cover letter creation, mock interviews, and general workplace etiquette; Goal creation. Analyzed and produced bi-weekly and monthly reports of student progress. Created all class print materials.

Responsible for the overseeing and the implementation of the monthly, quarterly, and annual goals set forth to adhere to State and Federal requirements. Developed and implemented new programs and services to enhance the employability of Nassau County families. Designed workshop lesson plans on various topics for team members and clients on numerous topics such as: SMART GOALS, MS OFFICE TRAINING, STAGES OF GROUP FORMATION, MANAGEMENT TRAINING, and LOGIC MODEL TRAINING. Basic career counseling that includes resume & cover letter creation, mock interviews, and general workplace etiquette.

Expert in the following



Skills

Program Director

Responsible for the overseeing and the implementation of the monthly, quarterly, and annual goals set forth to adhere to State and Federal requirements.

Completed and submitted monthly, quarterly, and annual reports highlighting successful program activities, outcomes and goals

Compiled information monthly for State and Federal reports that highlight

Supervised and evaluated program staff's daily operations.

Created, updated, and implemented training modules for staff and volunteers to assist with daily tasks and operations.

Developed external relationships with other Human Service agencies working with women, men and youth.

Developed and implemented new programs and services to enhance the employability of Nassau County families.

Responsible for the enrollment/scheduling and implementation of a State Funded Job Readiness Program.

Workshop Trainer

- Designed workshop lesson plans on various topics for team members and managers to assist in daily operations and morale on numerous topics such as:
 - SMART GOALS
 - MS OFFICE TRAINING
 - STAGES OF GROUP FORMATION
 - MANAGEMENT TRAINING
 - LOGIC MODEL TRAINING

Program Evaluator

Created and designed a corporate level logic model laying out the problems, goals, activities and outcomes for each program of a multi-million dollar non-profit agency

.Designed and compiled client evaluations through forms and online analytics to determine the effectiveness of programs and workshops then created reports based on compiled information



Mark Q. Bennett

NON-PROFIT PROGRAM DIRECTOR

Full Name
Mark Quasim Bennett

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423

Experienced Community Focused Program Director with over 13 years' experience in project management, budgeting, evaluations, and training. Meticulous project manager that balances multiple deadlines, while maintaining a creative approach. Passionate about helping low to middle class communities address the financial, social, medical, and educational concerns through various programs. Flexible and adaptable to major changes under pressure.

website
www.mqbennett.com

mobile
+1 516-439-8235

e-mail
mqbennett@gmail.com

Volunteer Experience

Memorial Presbyterian Church "The Commissioned" Coordinator | 2011 – Present

- Organized and planned rehearsal schedule to ensure adequate preparation for upcoming performances
- Communicated with church leaders and planned budget annually for ministry

Memorial Presbyterian Church "Deacons" Protocol Manager | 2013 – 2016

- Served as liaison between Deacons Ministry and individuals in need to evaluate and process financial requests
- Referred individuals to adequate and appropriate community resources needed to increase quality of life

YES WE CAN Community Center Poetry Workshop Teacher | 2016

- Created youth activities to assist in teaching youth in learning about the basics of poetry
- Assisted in helping the youth create a poem to present

Dr. Martin Luther King Charter School Volunteer Assistant Teacher | 2007

Due to Hurricane Katrina, the Charter School had low staff and needed assistance with teachers to help with their students.

- Instructed middle school students on the topic of English while using poetry as a foundation
- Collaborated with teacher to assist students on various topics

“ Mark is the consummate professional. He is a great listener and took the necessary time to understand my vision. Once he understood the vision he knocked my website and marketing materials out of the park! He goes above and beyond to deliver an excellent product and because of that, I am able to get the exposure that I need. I have even recommended him to many others including my church where he continues to exceed expectations! Thank you for your partnership with SUITABULL, Mark and look forward to working with you more in the future.

Dalton Gooding
CEO of Suitabull, LLC

Education

Hampton University | Hampton, VA

- BA in English (94 Credits)
- Minor in Computer Science

Organizations:

President of Student Organization Spark O.N.E.
Poetry czar of Calliope Literary and Film Society

Certifications

- June 2018 | Family Development Credential**
UCONN Center for the Study of Culture, Health and Human Development
- August 2017 | Certificate of Training | HSTI Child Abuse & Neglect**
EOC of Nassau County, Inc.
- June 2016 | Parent Leadership Institute Certification**
Child Care Council of Nassau County
- August 2015 | Certificate of Completion |**
Citizen Preparedness Corps

Prizes and Awards



FEB '19 | Black History Month African American Entrepreneur Honoree
Nassau County Office of Minority Affairs



JUN '17 | Certificate of Special Recognition | Meritorious Program Support
EOC of Nassau County, Inc.



AUG '16 | EOC Marketing Recognition Award
EOC of Nassau County, Inc.



JUN '16 | MLK Community Service Award
Nassau County CSEA Local 830 Unity Committee



JUN '15 | Chief Executive Officer Above and Beyond Award
EOC of Nassau County, Inc.

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423

Ashlyn Hardman - Recruiter
Scion Staffing
85 Broad Street
New York, NY 10004
(503) 345-0103 x125

Dear Ashlyn Hardman,

Hello, my name is Mark Q. Bennett and I am interested in the Digital Content Creator opportunity with your data science nonprofit client. As a community activist who wants to use his talents to make a difference, it is exciting to work for an organization fighting to make a difference in the world. I wanted to take the time to answer the questions posed in the email so that you can fully see that I will be the best candidate for the job.

Q: 1. Do you currently require sponsorship or will you require sponsorship in the future to work in the United States?

A: No I do not currently require a sponsorship to work in the United States

Q:2.This position is a remote 1 year contract with part time hours (24/week). Is this something you are open to?

A: Yes I am open to working remote for 24 hours a week for the 1 year contract..

Q: 3. What specific salary/pay rate are you targeting in your current search?

A: I am requesting \$30 per hour for the position as a Digital Content Creator.

Q: 4. Why are you open to transitioning out of your current role?

A: As a business owner, my mission has always been to assist other business owners who are fighting for a passion. I believe taking time to focus on helping an agency with their marketing aligns with my goals.

Q: 5. Please explain your digital content creation, social media strategy, and brand engagement experience. What social media platforms are you most familiar with managing?

A: As a previous Director of Marketing for a designated community action agency, I understand the importance of having an effective marketing strategy. It is essential to not only promote the services that the community needs, but to also create a strategy that encourages full family and community development. Some of the outcomes that I have facilitated are: proposed, planned, developed and implemented a full-scale marketing strategy for a community action agency and increased online reach and interactions by 12,000%; spearheaded, designed and implemented affective social media campaigns to increase brand awareness, drive more website traffic, increase visitor loyalty, and improve conversion rates on multiple platforms that include: Facebook, Instagram, Twitter, LinkedIn, Google My Business, Pinterest, and Tumblr; and produced and compiled monthly, quarterly and annual marketing reports using information from Google Analytics, social media information, and third party software to track impact information.

Q: 6. Please explain your interest in this role and why you are the best fit!

A: I know I can effectively create dynamic content to assist a non-profit grow their brand and create a bigger impact in multiple communities. I believe my previous experience in the non profit sector gives me the unique perspective and understanding to relay the correct message to others. You view a lot of my digital work in my portfolio <http://mqbennett.com/portfolio/> . If you have any questions please do not hesitate to call me at 516-439-8235 or email me at mqbennett@gmail.com

Sincerely,

Mark Q. Bennett
Mark Q. Bennett

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Ivan Gil
Director of Marketing and Communications
NASPA
111 K St. NE, 10th Floor
Washington, DC 20002

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423

10/22/2021

Dear Ivan Gil,

Hello, my name is Mark Q. Bennett and I am interested in the open Creative Campaigns Manager position with the Marketing and Communications team. As a community organizer who is passionate about using their talents to make a difference, it is exciting to read about your commitment to equity, inclusion, and social justice to ensure ALL members have access and a voice. I know that my experience in community action and marketing will help you reach and surpass your monthly, quarterly and annual goals. As a previous Director of Marketing for a designated community action agency, I understand the importance of having an effective marketing strategy. It is essential to not only promote the services that the community needs, but to also create a strategy that encourages full family and community development. I was initially hired as a Job Readiness Instructor for the non-profit community action agency, but saw the need for dedicated attention and resource allocation for public relations and marketing. As a result, I developed a marketing strategy with the Chief Executive Officer and created the current marketing department. Since then, I have expanded my skillset to help organizations and businesses develop an effective marketing strategy through an LLC started by me in 2017.

Some of the outcomes that I have facilitated are:

- Proposed, planned, developed and implemented a full-scale marketing strategy for a community action agency and increased online reach and interactions by 12,000%
- Spearheaded, designed and implemented affective social media campaigns to increase brand awareness, drive more website traffic, increase visitor loyalty, and improve conversion rates on multiple platforms that include: Facebook, Instagram, Twitter, LinkedIn, Google My Business, Pinterest, and Tumblr.
- Produced and compiled monthly, quarterly and annual marketing reports using information from Google Analytics, social media information, and third party software to track impact information.
- Created, implemented, and presented various business and networking workshops to current and future business owners about marketing strategies, workflow, and utilizing Customer Relationship Management (CRM) Software
- Planned and created websites based on organization needs by utilizing:
 - Multiple platforms including WordPress, Wix, and Adobe Dreamweaver
 - Advanced Knowledge of editing HTML and PHP
 - Advanced Knowledge of effective Search Engine Optimization(SEO) techniques to increase visibility

I cannot wait to have a conversation with you to talk about how I can assist with executing effective marketing campaigns and strategies. I believe my previous experience in the non profit sector gives me the unique perspective and understanding to relay the correct message to others. If you have any questions please do not hesitate to call me at 516-439-8235 or email me at mqbennett@gmail.com

Sincerely,

Mark Q. Bennett

Mark Q. Bennett

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Melissa DiLoreto
Director, Communications
Datakind
melissa@datakind.org

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423

11/01/2021

Dear Melissa DiLoreto,

Hello, my name is Mark Q. Bennett, and I am interested in the open Digital Content Creator position with the Communications team. As a community organizer who is passionate about using their talents to make a difference, it is exciting to read about your commitment to provide data to assist community organizations tackle various humanitarian issues. Data collection is imperative to every community action effort and as a previous non-profit program director, I fully understand the benefit your team will bring to eliminating a hurdle that community organizations face. I know that my experience in nonprofits, community action and marketing will help you reach and surpass your monthly, quarterly, and annual goals.

As a previous Director of Marketing for a designated community action agency, I understand the importance of a non-profit having an effective marketing strategy. While there, I was initially hired as a Job Readiness Instructor, but saw the need for dedicated attention and resource allocation towards public relations and marketing. As a result, I developed a marketing strategy with the Chief Executive Officer and created the current marketing department. Since then, I have expanded my skillset to help organizations and businesses develop an effective marketing strategy through an LLC started by me in 2017.

Some of the outcomes that I have facilitated are:

- Proposed, planned, developed, and implemented a full-scale marketing strategy for a community action agency and increased online reach and interactions by 12,000%
- Spearheaded, designed, and implemented affective social media campaigns utilizing platforms such as Hootsuite and Heropost and to increase brand awareness, drive more website traffic, increase visitor loyalty, and improve conversion rates on multiple platforms that include Facebook, Instagram, Twitter, LinkedIn, Google My Business, Pinterest, and Tumblr.
- Produced and compiled monthly, quarterly, and annual marketing reports using information from Google Analytics, social media information, and third-party software to track impact information.
- Created, implemented, and presented various business and networking workshops to current and future business owners about marketing strategies, workflow, and utilizing Customer Relationship Management (CRM) Software
- Planned and created websites based on organization needs by utilizing:
- Multiple platforms including WordPress, Wix, and Adobe Dreamweaver
- Advanced Knowledge of editing HTML and PHP
- Advanced Knowledge of effective Search Engine Optimization (SEO) techniques to increase visibility
- Utilized Adobe CC and Canva to plan and design digital and print media, promotional videos, and templates, and UX Wireframes.

I cannot wait to have a conversation with you to talk about how I can assist your communications team with executing effective marketing campaigns and strategies. I believe my previous experience in the nonprofit sector gives me the unique perspective and understanding to relay the correct message to others. If you have any questions, please do not hesitate to call me at 516-439-8235 or email me at mqbennett@gmail.com

Sincerely,

Mark Q. Bennett

Mark Q. Bennett

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423

Question Responses

1) What resonates with you about DataKind's mission and values?

When I research the many great programs DataKind have assisted in growing, you see how the correct data can help refocus an organization on how to help a community with their actual needs. In marketing we are driven by analytics to determine the next campaign and to review how effective it is. It makes sense that Non-profits should operate the same way. How would an organization know where to invest? How would they know if they are effective in their approach? These are the questions DataKind can answer.

2} One of our main goals this year is to increase our engagement on social channels, converting more followers to strong advocates, funders, and volunteers. Given your experience, what type of social posts deliver the highest engagement?

It is important when creating social media posts, that companies not only post their requests and the things happening at their location, but information to educate their social community. When a company like DataKind is moral and trying to make a positive impact, an educated customer is your best customer. Using quotes, nonprofit facts, tech facts, social program facts and other facts, you are informing people about the different things going on in the world. What this does is 1) Show that DataKind cares about the community and shows other organizations that DataKind is living their mission 2) Helps organizations recognize how important it is to use accurate data for community action.

3} DataKind has pioneered the Data Science & AI for Good movement. What top 5 influencers (individuals or organizations) would you recommend we engage with to be ambassadors for the movement and help gain further awareness (and/or reach a new audience)?

The top 5 influencers I would recommend that DataKind engages with are:

1. Alnisa Allgood

- @nonprofit_tech (twitter) | 10.K Followers (twitter)
- Founder of Non-Profit Tech. Social media is full of practical technology advice and strategies for nonprofits

2. Candid Blog

- @CandidDotOrg (twitter & Instagram) | 145.6K followers (twitter)
- <https://candid.org/>
- A one-stop shop for all things nonprofit

3. Innov8social

- @innov8social (twitter, Instagram, Facebook, YouTube) | 30K Followers (Facebook)
- <https://innov8social.com>
- Covers how nonprofits use technology to further their reach and missions. Also hosts of "The Impact Podcast".

4. NonProfitPro

- @non_profit_pro (twitter) | 17.7K Followers (twitter)
- <https://nonprofitpro.com>
- Blog detailing multiple ways to use technology in non-profits, host events, podcast (NonProfitPro Voice)

5. Stanford Social Innovation Review

- @sssireview (twitter) | 142.3K Followers (twitter)
- <https://ssir.org/>
- Online magazine detailing multiple solutions for non-profits. They host webinars, events, and a podcast.

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423

REFERENCES

Valerie Glover

Former Executive Assistant the CEO | Economic Opportunity Commission of Nassau County, Inc.
(667) 201-3000
vmglover1008@gmail.com

Valerie Glover was my direct supervisor in my role as Director of Marketing for the Economic Opportunity Commission of Nassau County, Inc (EOC). In this role I was responsible for the planning, developing and implementation of all the EOC's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversaw the development and implementation of support materials and services for programs in marketing, communications, and public relations. Directed the efforts of the marketing, communications, and public relations staff to design websites, create social media campaigns, layout newsletters, all branding materials.

Rev. Scott Williams

Senior Pastor | Memorial Presbyterian Church.
(516) 582-5479
pastorscottmpc@gmail.com

Rev. Scott Williams is Senior Pastor of the Memorial Presbyterian Church and oversaw all projects completed. As a Marketing Consultant, I redesigned their website, created a marketing strategy template for all future events, designed flyers and programs, created a logo, designed a whole new branding strategy, and managed social media campaigns.