Mark Fodchuk

COPYWRITER, BRAND STORYTELLER, SEO SPECIALIST, MARKETING CONSULTANT

Toronto, ON

markfodchuk@icloud.com
office

To prep for advertising, I was briefly a deckhand, English/sex ed teacher and greeting card writer. Ransom notes intrigued me. Somehow that exposure turned me into a multi-tasking copywriter, SEO specialist and blogger, now with a diverse range of multimedia experience earned from years of ad agency, PR and freelance work.

Over my career, I've successfully built brands for small businesses, as well as for multinational agencies and clients such as Xylem, Molson, Mercedes-Benz, Tetley Tea and Canadian Blood Services.

Traditional advertising groomed me, and I've applied that learning to digital marketing with a vengeance. I've got an entrepreneurial bent, and co-founded a consultancy that conducted small business marketing workshops at a cooking school. (SEM analytics sounds less intimidating over seared scallops and a glass of wine.) We based the course on our e-book, Hungry to Succeed, a resource guide designed to help entrepreneurs understand the strategies required to market their products and services online.

I'm a digital omnivore, a voracious gobbler of concrete nouns and action verbs, and have fed my curiosity for learning by teaching a variety of marketing and advertising courses at Mohawk College and Sheridan College.

When I'm not wearing my creative beret, I like to don a chef's apron to whip cream, beat eggs and stir the pot, vigorously.

I'm looking for opportunities to continue the adventure.

Experience

Writer, Marketing Consultant,

Fodchuk Communications

Toronto, ONT
Jan 2013 - Present

Co-Creative Director/Writer

Adhome Marketing

London, ONT
Nov 2010 - Dec 2012

Co-Creative Director/Writer

Propeller Advertising

Burlington, ONT
Jan 2006 - Nov 2010

Senior Writer

JAN Kelley Advertising

Burlington, ONT
Sep 2001 - Jan 2006

Craft Awards

Is It Ok To Brag A Bit?

Cassies, Toronto Art Directors Club, Creativity, Clio, New York Art Directors Club, Globals, IABC Virtuoso

Education

B.A. (English) B.Ed.

Lakehead University

Thunder Bay, ONT

Honourable Mentions

Accomplishments That Positively Shaped My Life

• Published storyteller in the Globe & Mail

• Author of “Hungry to Succeed”—a self-published e-book on creating online/offline marketing strategies for small business owners

• Creator of Fod’s, a line of humorous all-copy greeting cards distributed across the country

• Instructor at Sheridan and Mohawk College, for marketing and copywriting

• Marathon runner, three and counting, an exercise that taught me the importance of dedication, discipline and deodorant

• Proud father of Kayly and Jay, two wonderful children who keep me grounded and who have yet to be imprisoned

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