

# MARK J. SANDERSON

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## OBJECTIVE:

Secure a position as a Strategic Planner in the advertising industry, developing campaign strategies from consumer insights generated through ethnographic, observational, and quantitative research.

## EDUCATION:

### Master of Arts in Advertising (Strategic Planning)

*The University of Texas at Austin*

May 2008

### Bachelor of Arts in History; Minor in English

*Brigham Young University*

August 2006

## WORK EXPERIENCE:

### Marketing Strategist

November 2008-Present

*Isaiah: The Times of Fulfillment -- Salt Lake City, Utah*

- Designed and provided photography for the cover of this 650-page verse-by-verse commentary.
- Developed the marketing strategy for promoting the book -- securing a scholarly endorsement, deciding price and format, and securing nation-wide distribution through Sounds of Zion. A Spanish translation will be released Fall 2009.

### Interviewer/Producer

June 2007-Present

*The Saints of San Antonio -- San Antonio, Texas*

- Interviewed 30 influential Latter-day Saints in the San Antonio area with the assistance of a video crew.
- Created a demo website to present their history in video format with the assistance of a web programmer, which is currently being reconstructed and expanded ([www.saintsofsanantonio.com](http://www.saintsofsanantonio.com)).
- Presented to the LDS Church Historical Department in Salt Lake City, Utah in October 2008 and recommended they pursue similar projects in various cities throughout the world to increase understanding about the LDS Church and its members.

### Strategic Planner

January 2008 - May 2008

*The Rob and Bessie Welder Wildlife Foundation -- Sinton, Texas*

- Conducted ethnographic research with a video camera of school teachers who had taken their students on educational field trips to the Welder Wildlife Foundation.
- Developed a campaign to increase public visits to the Welder Wildlife Foundation.
- Presented the Foundation with a 48-page report describing the campaign and a 12-minute research video of the interviews.
- In November 2008 was asked by the Foundation for permission to use parts of my research video in their campaign to raise money to add a new museum wing to their headquarters.

### Video Production Assistant

September 2006 - June 2008

*Liberal Arts Instructional Technology Services -- The University of Texas at Austin*

- Assisted with the production of various academic lectures, including:
  - *Medical Ethics and the Holocaust* -- Edited footage of a 28-speaker lecture series hosted by Holocaust Museum Houston and prepared videos for viewing on the internet ([www.utexas.edu/cola/centers/scjs/med-ethics](http://www.utexas.edu/cola/centers/scjs/med-ethics)).
  - *Jesus in American Culture* -- Assisted with the multi-camera production and edited footage of a 40-lecture university course about the history of Christianity in America ([laits.utexas.edu/jc](http://laits.utexas.edu/jc)).

### Research Assistant

September 2004 - June 2006

*Department of Church History -- Brigham Young University*

- Assisted with the research for and writing of various publications, including two books:
  - *Fire on Ice* -- Developed Appendix A, an extensive table about the first 400 Icelandic immigrants to the western United States, and researched various primary and secondary sources. Sold approximately 3,000 copies. Later, a 30-minute documentary was made, based on the book, which played on television.
  - *A Gamble in the Desert* -- Wrote the appendix, biographical sketches of the first 31 settlers to Las Vegas, Nevada, researched various primary and secondary sources, and helped lay out each chapter of the book. Sold approximately 2,500 copies.

### Student Director

July 2002 - August 2004

*BYU Broadcasting -- Brigham Young University*

- Wrote, produced, and edited approximately 50 television spots.
- Created the first Membership spots for BYU Television, resulting in a 20% increase in telephone call interest and a 10% increase in new donor response.

## COMPUTER SKILLS:

- *Final Cut* -- video editing of professional, academic, and non-professional projects, such as *Jesus in American Culture*.
- *Adobe Photoshop* -- photograph touch-up and design work, such as on *The Saints of San Antonio* website.