

Mark O'Toole

Marketing and PR for B2B, technology, travel, finance and everything else - Boston, United States

W: <http://www.worky.com/markotoole>

A marketing career in public relations, social media, branding, sales and TV has formed my belief in goal-oriented communications and branding strategy.

Professional skills include social media, digital content strategies, client relations, media relations, writing, communications counsel, sales & marketing strategy.

Mark O'Toole's Professional Experience

2011 - Present

HB Agency - Managing Director, Public Relations & Content Marketing

HB Agency is an interactive, advertising, public relations and design firm focused primarily on technology business-to-business markets, especially clean tech, medical tech and high tech.

The public relations team is creating both standalone PR campaigns as well as integrated campaigns incorporating video, images, branded content, search and more for clients. HB clients tend to serve complex markets and have complex messaging. We distill those messages and communicate them to relevant audiences.

PR is evolving; my goal is to keep HB ahead of trends, and to set a few trends of our own, to the benefit of clients, using all the tools available to today's traditional and digital

Key Skills

PR, B2B, technology, marketing, social media, public relations

2005 - Present

TravMedia & Food4Media - Director, North America

TravMedia is a global media company created exclusively for the travel industry, giving travel companies and communications professionals a direct way to deliver breaking news to media that need industry information. TravMedia offers journalists free access to breaking news along with images, videos, corporate information and PR contact details for more than 1,400 travel organizations worldwide. Currently, more than 4,000 journalists access news on TravMedia.

Food4Media, TravMedia's sister organization, does all of the above, but reaches media covering the food and beverage industry.

TravMedia and Food4Media also offer turnkey online newsrooms for industry conferences worldwide.

Key Skills

Food and Beverage

1998 - 2011

The Castle Group, Inc. - Senior Vice President

The Castle Group is an award-winning public relations, events and incentives firm. We offer regional, national and global communications and marketing strategies for brands across all industries. Our aggressive, opportunistic approach helps identify audiences and allows us to build programs that utilize any and all elements needed to reach those audiences: traditional PR, social media, digital content strategies, global event programs and relationship marketing.

Key Skills

Marketing

1992 - 1998

NECN - Sales Marketing Manager

Executed research and marketing functions of the advertising sales department for the country's largest regional television news network. Created proposals, corporate sponsorships and sales development tools for network, and developed network media kit, sales one-sheets, coverage maps and quarterly newsletters for distribution to agencies, advertisers and affiliates. Developed sales promotions and events to generate advertising sales revenue. Designed direct marketing

campaigns. Analyzed network programming to identify and develop revenue opportunities. Managed sales support staff and operations teams.

Key Skills Direct marketing, Marketing, network programming, programming, Promotions, Sales Development

1988 - 1992 **Comcast Spotlight - Account Manager**

(formerly Continental Cablevision)

Developed sales/marketing strategy and analysis to increase national sales revenue, and managed national advertising accounts. Performed annual budgeting for national sales, as well as rate negotiation and sales strategy development. Wrote monthly newsletter detailing company progress towards corporate mission. Supervised operations department.

Key Skills budgeting, Marketing, Negotiation, strategy

Mark O'Toole's Education and Qualifications

1988 **Bachelor/Degree - Mass Communications**

Emerson College

Mark O'Toole's Additional Information

Links

HB blog - <http://www.hbagency.com/blog/>

TravMedia - <http://www.TravMedia.com>

Global Business Hub - <http://www.boston.com/business/blogs/global-business-hub/>

Interests

Getting results for clients, traveling, playing basketball, contributing to the creative industry, writing and hanging with the kids.

Memberships

Vice chair and member, board of directors, for the Freedom Trail Foundation

<http://www.thefreedomtrail.org/about/board.html>

Communications committee member, U.S. Travel Association

<http://www.ustravel.org/about-us-travel/committees>

Connector, Boston World Partnerships

http://www.bostonworldpartnerships.com/creative_capital/connector/189

Governor for National Academy of Television Arts & Sciences, New England Chapter

<http://boston.emmyonline.org/board.html>

Organizing partner, SEMPO Boston

<http://www.sempoboston.org/leadership/>

SBANE: The Smaller Business Association of New England

<http://sbane.org/>

Coach for Center for Women & Enterprise venture forums

<http://www.cweboston.org/>

Asia-America Chamber of Commerce volunteer
