

Journalism / Media / PR

Curriculum Vitae

Mark S. Mosely

**Co-Founder / Executive Editor, Great Southern Publishers [GSP] dba
365 Degree Total Marketing, & CEO / Co-Founder, 911 Emerge-N-See, St. Simons
Island, GA/Atlanta, GA**

365 Degree Total Marketing

President of nationally-recognized, full-service marketing agency that has won international and national awards for clients across multiple divisions, including: Publications and related projects, +30/year); Branding; Websites (+170 sites); Social Media; Videography & Photography; Research; Media Services; Promotional Products; Sales & Fundraising. Holding a journalism degree from Mercer University, Mosely takes ultimate responsibility for the editorial and design of all 365 programs, publications and services. A leading destination marketing company with +35 professionals and 40 years in the business, GSP 365 produces +60 projects in multiple divisions: visitors guides, newcomers guides, chamber of commerce publications, economic development authorities projects, and maps. Marketing organization earns results through creating and executing comprehensive and strategic marketing strategies. Readers/viewers/listeners/partners in 50 states, numerous foreign countries.

Provided writing/photography/videography/branding/public relations/funding representation and services earning past coverage re: international relief and development on-in BBC, CNN International, CNN, ABC, NBC, Associated Press, professional journals.

Additional media-oriented services, representation, and consultancies included: Partners in Health, Harvard Medical School, Program In Infectious Disease; Emerging Pandemic Threats Program Coordination, SCMS/PfSCM/(PEPFAR); Relief, National Disaster Medical System, USPHS [US]; UN World Health Organization Neglected Tropical Diseases (BU) SCM [Ghana, Togo, Benin]; Technical Advisor, 'New Horizons' Ped HIV/AIDS [Kenya, Zambia, Swaziland, S. Africa]; SCM Certification Instructor, USAID Deliver initiative [El Salvador].

911 Emerge-N-See / Chief Executive Officer

International class implementing partners and consultants providing essential services and products for secular and faith-based humanitarian aid organizations, applying +25 years experience: in +60 countries; within 13 UN emergencies; through 7 wars; on 5 continents.

Areas of engagement include:

Emergency Response: International and domestic DART (Disaster Assessment & Response Team) deployment, training and provision e.g. Interagency Emergency Health Kit with sufficient essential medicines, supplies & services to treat 10,000 people for three months.

Public Safety/Health Services & Systems: 911 Emerge-N-See digital public safety portal coordinating both emergency and ongoing response and providing public transparency for police, fire, EMT, public works through visual data and management for agencies and first responders in 'real time,' including domestic and international disaster relief deployment.

Supply Chain Management and Technology: Ship-N-See cutting edge logistics (air, sea, overland) portal managing both emergency and ongoing response of humanitarian aid through satellite tracking from point of origin to intended recipients around the world – for those in need, response leadership, and donors.

Monitoring & Evaluation: Technology-driven process to improve quality and accountability of both emergency response and ongoing humanitarian aid interventions efficiently meeting needs of affected populations. Monitoring/collecting/analyzing data of ongoing activities and outcomes ensuring delivery, success and maximization of resources. Evaluating and assessing project success at set intervals to ensure impact, relevance, sustainability and application of 'best practices' and 'lessons learned' to improve future operations. Applying M&E through key performance indicators [KPI]: clear objectives; data collection; analysis and reporting; and accountability to donors and beneficiaries.

911 Emerge-N-See Emergency Response, Development Media Engagement

Provides INGOs with International-class services, programs, products and field-tested expertise in: Disaster Relief (international and domestic); Logistics/Supply Chain Management (SCM); Procurement-Gifts In Kind (GIK); Monitoring & Evaluation (M&E); Disease Prevention; Health Programming; and Media-PR-Fundraising. Collectively provided +\$400 million (wholesale) worth of medicines/supplies on four continents in serving the world's poor.

Manages and executes through knowledge-driven senior level experience with leading INGOs. Offers 'Best Practices' strategic leadership and impact from previous engagement including: Author, Principles of Excellence in Disaster Response, presenter on program development, relief and Gifts-In-Kind for INGO professional conferences and associations; Disaster Response Committee member, InterAction; Officer-Secretary, Board of Directors of ACCORD professional association; presenter on program development, logistics, procurement/gifts-in-kind in global INGO conferences; Chairman, Global Relief Alliance of disaster response and development organizations serving those in need; Senior management representative, Integral Alliance; Board of Advisors for International Center for Emergency Management.

Outdoor Editor, Brown's Guide to Georgia Magazine [BGG], Atlanta, GA.

Wrote, edited and produced articles for regional magazine ranked 17th in Advertising Age's Top 20 City and Regional Magazine with national circulation of 65,000. Developed stories for magazine's weekly television travel log on regional ABC – TV affiliate. Taught at Southeastern Center for Photographic Arts photography institute (Audubon Scholar).

Editor/Publisher, Management Science America [MSA], Atlanta, GA.

Developed, edited and published, for a FORTUNE 100 corporation, the international award-winning Peachtree Quarterly. The 172 page color glossy technology magazine had a worldwide circulation of 300,000; earned the Gold Medal 'Award of Excellence' in Society for Technical Communications' International Technical Publication Competition in London, England.

- Media professional (humanitarian aid) serving: over 25 years; on five continents; through seven wars; within 13 humanitarian emergencies; in +60 countries.
- Published +800 articles in magazines, websites, professional journals (Chronicle of Philanthropy, Balkans; "A System For Modeling Medication Requirements For the Management of Drug Resistant Tuberculosis In Developing Countries," MedInfo 2004); Suncoast News / Orlando Sentinel Star, features; Sierra Club, 'Pelican Papers' and 'The Florida Barriers'; GSP; BGG.
- Published numerous photographs, video and interviews including: British Broadcasting Corporation (BBC) - video shot in / interviewed regarding Hunger Triangle in Sudan; Cable News Network International (CNNI) - video shot in / interviewed regarding Balkans war, Rwanda genocide, Indonesia tsunami, Philippines typhoon, etc.
- Instructor: Clayton State University (University System of Georgia) Atlanta, Georgia; Instructor in creative writing and publishing; Instructor: photography at Southeastern Center for the Photographic Arts.

Recognition

- Magazine Association of Georgia(MAG), Past president
- Who's Who Among American Executives
- SAR Community Service and Philanthropy Medalist

Education / Research

Mercer University

*Bachelors Degree, Communications/Environmental Sciences,
Macon, Georgia, 1981.*

Magna Cum Laude, National Dean's List, National Honor Society, Who's Who in American Colleges & Universities

United Nations Inter-Agency Procurement Services Organization, Brindisi, Italy

Graduate Certification, Executive-level

Supporting UN + INGO humanitarian, public health and communications efforts.

Harvard Medical School

Program in Infectious Disease & Social Change (PIDSC)

Investigations in social and clinical - based disciplines in service projects through affiliated community based organizations Zanmi Lasante (Haiti), Socios en Salud (Peru) and Partners In Health (US). Managed by PIH Co-Founder Paul Farmer, MD; Highlighted in Tracey Kidder's Pulitzer Prize winning 'Mountains Beyond Mountains' (author's contributions recognized therein).

The Peace Operations Training Institute, Córdoba, Argentina

Training U.N. peacekeepers and civilian personnel working in international peace-building

deployments. Instructor on essential, practical skills in peace support, communications, humanitarian relief and security i.e. refugee and internally displaced populations.

Institute For Health & Social Justice (IHSJ)

Multidisciplinary research and analysis of medical, political and economic factors contributing to healthcare access for the world's poor; facilitated by former World Bank Group President Jim Yong Kim, MD.

Consultancies/Appointments

- Consultant, U.S. Customs Advanced Surveillance/Investigation School, Federal Investigators Criminal Investigation Curriculum
- UNWHO Neglected Tropical Diseases Buruli Ulcer Control 'supply chain management (SCM)' consultant; monitoring and evaluating capacities among ~40 clinics in Ghana, Togo and Benin.
- SCM Technical Advisor, 'New Horizons' Pediatric HIV/AIDS: Cooperative HIV/AIDS initiative project between Johnson & Johnson (J & J), Janssen, UNICEF, USAID, Clinton Health Access Initiative (CHAI), Partnership for Supply Chain Management (PfSCM), SCMS, and Elizabeth Glazer Pediatric AIDS Foundation (EGPAF), ministries of health of Kenya, Zambia, Swaziland, and South Africa, etc.
- Consultant, Federal Law Enforcement Training Center, Brunswick, Georgia. U.S. Marshals Senior Management Academy

Personal

Outdoorsman: hiking; kayaking; biking; paddle surfing; wind surfing; fishing; photography

Advocate Sierra Club, Coastal Georgia Representative; Surfrider Foundation, Vice Chairman, Coastal Georgia / Low Country Chapter

History & Heritage: Clan Donald Foundation, Board of Directors; Saint Andrews Society of Savannah, Scottish Games Committee; Saint Andrews Society of Atlanta, Board of Directors; Sons of the American Revolution (SAR), Community Service & Philanthropy Medalist

Multimedia Engagement

Professional - media spokesman on international development, international relief, and general humanitarian aid on: CNN International; CNN Domestic; ABC, NBC and CBS; coverage in Associated Press member newspapers as well as professional journals.

Various interviews, articles, photographs and video footage of: Democratic People's Republic of Korea (famine); El Salvador (democratization/reconciliation); Former Yugoslavia [Bosnia-Herzegovina, Croatia, Kosovo] (wartime refugee crisis); Panama (post-war rehabilitation); Rwanda (genocide / refugee crisis including activities in Tanzania, Uganda, Democratic Republic of Congo [formerly Zaire]); Sudan (Hunger Triangle famine); Vietnam (post-U.S. embargo humanitarian airlift); Indonesia (tsunami relief response).

International/National/Regional Awards & Honors

Society for Technical Communications

International Technical Publication Competition (London, England)

- Gold Medal, 'Award of Excellence' [MSA]

International Economic Development Communications competition (London, England)

- Bronze Medalist [GSP / 365]

International Economic Development Commission

- Gold Medal, National Website, [GSP / 365]

Printing Institute of America

- Gold Medal, , Regional Magazines [GSP / 365]

International Technical Communicators Conference

- 'Award of Distinguished Technical Communication' (Seattle, WA) [MSA]

ITCC Regional Competition (Atlanta, GA)

- Gold Medal, for 'color marketing campaigns and literature for writing, editing, content, graphics and layout' [MSA]

American Chamber of Commerce Executives

- Gold Medal, National Branding Campaign, [GSP/365]
- Gold Medal, Print Marketing Campaign, [GSP/365]
- Gold Medal, State Marketing Campaign (6 of last 8 years), Georgia Association of Convention & Visitors Bureaus [GSP / 365]

Southeastern Economic Development Commission

Gold Medal, Regional Website, [GSP/365]