# Mark Rickey

**Strategic Project | Data Management | Global Government Relations**

markrickey01@gmail.com
LinkedIn: Mark Rickey
Portfolio

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## Professional Summary

Highly accomplished and dynamic Strategic Project Management and Data-Driven Leader with a distinguished decade of progressive experience in U.S. Army Military Operations, Congressional Government Relations, and digital transformation. I specialize in orchestrating complex, high-stakes, mission-critical initiatives across the full project lifecycle, consistently achieving a 25% reduction in project delays, a 15% decrease in budget overruns, and maintaining a project success rate exceeding 90% through proactive risk management strategies and adherence to industry-leading benchmarks.

My expertise spans Government Contract Management (over $10M), global stakeholder engagement, budget oversight (over $500K for international public relations), and crisis management, formally validated by IBM Data Fundamentals and Change Management certifications. I leverage advanced analytics, Python, SQL, and AI/Machine Learning concepts to drive optimized decision-making. Adept at navigating complex political, regulatory, and compliance landscapes, I possess advanced capabilities in legislative affairs and foster cross-functional collaboration to secure critical buy-in for optimal project delivery. As a highly adaptable, resilient, and results-oriented professional, I am uniquely positioned to enhance organizational agility and drive impactful change for federal agencies, consulting firms, and government contractors.

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## Professional Experience

**Congressional Staffer (CSP Fellow)** | U.S. House of Representatives (Office of Marlin Stutzman IN-03) *May 2025 – Present (4 months) · Fort Wayne, Indiana, United States · On-site*

- Spearheaded strategic federal account management for the Department of Defense, Veterans Affairs, and Military Academies, ensuring equitable outcomes for complex constituent inquiries.
- Designed and implemented advanced data management systems (Google Forms/Sheets) to streamline employer/employee data capture, directly enhancing outreach efficacy for major community engagement initiatives.
- Authored high-impact policy briefing memos, providing data-backed insights that directly informed legislative strategy and public messaging.

**Project Manager / Section Sergeant** | United States Army (Global Operations) *Oct 2019 – Oct 2025 (6 years) · United States · On-site*

- Directed intricate logistical operations across the South Pacific Theater, ensuring maximum efficiency in dynamic, multinational environments.
- Led and mentored diverse teams in high-pressure operational and crisis scenarios, cultivating unity and decisively achieving mission objectives.
- Managed Government Contracts exceeding $10M, initiating streamlined processes that resulted in a 20% boost in operational efficiency and a 15% reduction in project costs.

- Served as Principal Spokesperson at high-impact international conferences, leveraging advanced public speaking and media relations to foster robust stakeholder relationships and enhance global public perception.
- Championed data-driven leadership, applying agile decision-making and strategic communication to enhance organizational adaptability and resilience in high-stakes global contexts.

**Digital Optimization Supervisor (Contract)** | McDonald's (Global Digital) *Jun 2018 - Nov 2018 (6 months) · Chicago, Illinois, United States · On-site*

- Spearheaded daily content management and data entry processes across all promotional platforms, achieving a **20% enhancement in content accuracy and efficiency**.
- Partnered with diverse stakeholders in marketing and operations to drive innovative consumer engagement strategies, resulting in a **15% increase in interaction rates** and a **10% uplift in customer retention**.
- Developed robust reporting tools, benchmarks, and KPIs to drive sales traffic, achieving an **overall sales increase of 25% within six months**.

**Digital Marketing Manager (Temporary)** | Association Forum *Nov 2017 - Jun 2018 (8 months) · Chicago, Illinois, United States · On-site*

- Played a pivotal role in creating and promoting departmental marketing campaigns, identifying and developing targeted keywords for social media and website optimization.
- Coordinated effective communication strategies for new branding initiatives, enhancing brand visibility by **25%** and achieving a **20% increase in membership engagement**.
- Managed and optimized company websites, achieving a **30% improvement in content visibility** within customer search results and delivering detailed analytics for strategic decision-making.

**Intern, Digital Content, SEO, & Social Media Strategist** | Evolve & Elevate *Jun 2017 - Oct 2017 (5 months) · Chicago, Illinois, United States · Hybrid*

- Developed and executed comprehensive content strategies for digital channels (social media, website, email), crafting engaging content to promote gym memberships and fitness services.
- Managed social media accounts and coordinated marketing campaigns, collaborating with cross-functional teams to align with organizational goals.

**Undergraduate Fellow | Intern, Marketing Associate** | Purdue University (Student Success & Transitions Dept.) *Apr 2016 - Dec 2016 (9 months) · West Lafayette, Indiana, United States ·*

*On-site*

- Developed and designed impactful visual content to promote student success initiatives, solidifying branding identity and managing visual identity for the Student Success Center.
- Managed cross-functional teams and conducted market research to inform design decisions, mentoring junior designers and interns.

**Supervisor, Student Orientation (Seasonal)** | Purdue University (Student Success & Transitions Dept.) *Apr 2016 - Aug 2016 (5 months) · West Lafayette, Indiana, United States · On-site*

- Supervised the implementation of tailored software solutions to enhance course enrollment processes and improve new student management systems.
- Provided personalized guidance and support to new students, fostering a welcoming environment and assisting with practical matters like class registration based on curriculum knowledge.

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**Education:**

**Purdue University Global** *Master of Public Administration (MPA)*, Public Policy Analysis (2022 - 2025)
- GPA: 3.78
- SALUTE National Honor Society

**Purdue University** *Bachelor of Arts (BA)*, Major: Rhetoric and Public Advocacy, Minor: Public Relations (Graduated 201

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**Certifications:**

- **IBM Data Fundamentals Certificate**
- **Change Management Certificate**

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**Key Skills:**

**Strategic & Leadership:**

- Strategic Planning
- Project Management (Agile)
- Leadership & Mentorship
- Cross-functional Collaboration
- Adaptability & Resilience
- Operational Strategies
- Business Development

- Client Relations
- International Relations
- Crisis Management
- Government Contract Management

**Technical & Data:**

- Data Management (Systems Design & Implementation)
- Data Analysis & Visualization
- Google Workspace (Sheets, Forms, Analytics)
- Microsoft Office Suite (Excel, Teams)
- Python (Scripting, Data Manipulation)
- SQL (Database Querying)
- AI & Machine Learning Concepts
- Cloud Computing (Conceptual

Understanding)
- Cybersecurity (Conceptual Understanding)
- Full-stack Development (Conceptual Understanding)
- Prompt Engineering
- AI Risk Management

**Communication & Engagement:**

- Strategic Communication
- Public Speaking & Presentations
- Media Relations
- Constituent Relations
- Stakeholder Engagement
- Digital Marketing & Content Strategy
- Social Media Management

- Website Development & Optimization
- Market Research
- Corporate Communications
- Reporting & KPI Development