

Mark S Meritt

Writer • Musician • Educator • Analyst

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Skills

Writing & Teaching

- Compelling non-fiction content in analytical reports, research papers, essays, blogs, presentations, and ghostwriting
- Songs, instrumentals, lyrics, musicals/libretti, plays, screenplays, fiction
- Develops performing arts curricula, facilitates workshops and group learning
- Instructional design and technical documentation

Critical Thinking & Positive Change

- Appreciative Inquiry, Applied Improvisation, Internal Family Systems
- Systems thinking/theory, interdisciplinary & ecological thinking, permaculture, sustainability
- Emotional intelligence, mindfulness, creativity, growth mindset

Workflow Management & Data Analysis

- Creates and uses custom systems and MS Excel tools to achieve strategic business goals for project management, financials, and modeling
- Client databases, data quality control, direct marketing campaign management

Experience

Master Teacher, *Simply Music Piano Method*, 2008-Present

- New York State's most experienced teacher of the Simply Music Piano method since 2008, teaching shared and private lessons and workshops, in-person and online, to students aged 5-90
- Creates supplemental curriculum content and dozens of presentations, workshops, and blog posts for hundreds of teachers and thousands of students worldwide
- Provides project support for Simply Music, including editing/creating/organizing music notation, editing the Simpedia teacher knowledge base, mentoring new teachers, developing teacher certification protocols, and establishing online pricing structures
- Developing an online practice management app to optimize student practice and playlist maintenance and to simplify teacher lesson planning, launching 2023-2024

Musical Director, *Improvisational Theatre*, 2010-Present

- Perform spontaneous piano/keyboard accompaniment, collaborating with actors/singers in short-form and long-form improvisational theatre
- Create and teach curricula for improvised singing and accompaniment, including song structure, genre, expression, games, and more; developing online self-study courses
- 11 years with the Mopco Improv Theatre / Mop & Bucket Co., Schenectady, NY

Musician/Educator/Writer/Sole Proprietor, *Potluck Creative Arts*, 2005-Present

- Pianist for hire and *Pop-Up Piano Bar* all-request piano karaoke/sing-along, with vast repertoire of songs in many styles; three performances on ABC's *Good Morning America* including a special "Name That Tune" segment with Rosie O'Donnell, over 20 piano and acting performances at the Franklin D. Roosevelt National Historic Site, plus many other venues and events
- Writes compelling biography content as subcontractor for a professional ghostwriter
- Songwriter, producer, instrumentalist, arranger, engineer, original album *Everyone's Invited*, under the stage name The Offhand Band
- Innovated *Songs By You*, a proprietary Appreciative-Inquiry-based process to facilitate people and groups in writing original songs, even for complete novices
- Custom systems and MS Excel tools for bookkeeping, business modeling, student management, prospect recruitment, lesson plans, curriculum organization, and more
- Developed and manages websites using WordPress, HTML, and PHP, including potluckcreativearts.com and potluck.com

**Doctors Without Borders/Médecins Sans Frontières (MSF), New York, NY
Marketing Analyst, 1998-2007**

- Promoted within six months of being hired as Donor Services Assistant
- Strategized and implemented fundraising efforts in multiple media; wrote in-depth, insightful narrative and numerical analyses with actionable results that repeatedly improved performance and cost/operational efficiency, achieving an average profit of 65% for acquisition mail and growing the donor base from 178,000 to over 1 million
- Annually produced acquisitions up to 17 million contacts and renewals up to 9 million contacts, coordinating multiple vendors for creative treatment testing, population segmentation, data quality control, production oversight, acquisition list selection, merge-purge processing, and all other campaign management activities
- Created systems and tools in MS Excel, MS Access, and proprietary databases to support marketing efforts and departmental budgeting, innovating effective methods to forecast annual fundraising income up to \$138 million, expenses up to \$15 million
- Supervised several staff and volunteers in Marketing and Donor Services; wrote the comprehensive 100+ page Donor Services instruction manual, documenting all departmental systems and protocols
- Assisted in maintaining www.doctorswithoutborders.org website

Education

CUNY Graduate School and University Center, New York, NY, 2001

- MA in Liberal Studies, concentrating in Bioethics, Science and Society, GPA 3.95
- Awarded the Liberal Studies' department's first Annual Thesis Prize for best thesis, *The Unsustainability and Origins of Socioeconomic Increase*

Cornell University, College of Arts and Sciences, Ithaca, NY, 1992

- BA in Theatre Arts, minor in Communication, GPA 3.80, graduated with Distinction in All Subjects, Dean's List all semesters
- Phi Beta Kappa Society, Mortar Board Senior Honor Society, Golden Key National Honor Society, Ho-Nun-De-Kah College of Agriculture & Life Sciences Honor Society