

DEVIN D. MARKS

SUMMARY

Event communications professional with three decades of waist-deep experience in corporate and nonprofit events, marketing communications, and creative design. Proven track record in conceiving and launching multi-faceted conferences and platform events, managing vendor and event site teams, and seven-figure budgetary controls. TED-style speaker coach.

EXPERIENCE

THE GINKGO FOUNDATION | Wilmore, KY | Community Programming Nonprofit President

Nov 2025 – Present

Established 501(c)(3) and recruited supporters and volunteers to plan annual festival and related programming tied to conservation and cultural arts.

CONNECT to COMPEL | Boston, MA | TED-Style Speaker Training Consultancy President

May 2014 – Present

Train authors, experts, researchers to conceive, script, rehearse and deliver TED Talks and/or TED-style presentations. Design produce conferences and summits.

- Founded “TED-Style” training niche.
- Designed and executed TED-Style conferences.
- Recognized as “The TED Talk Whisperer” by media outlets.
- Client: Harvard’s Dr. Robert Waldinger for Top 10 TED Talk (#8, 51M+ views).
- #1 TED-Style trainer with clients garnering more than 400 million collective views.

Asbury Theological Seminary | Wilmore, KY | Master of Arts in Christian Leadership Student

February 2010 – May 2014

Research track exploring perceived declines in Christian values in American culture over the last century and the potential of a tangential and related dip in business ethics.

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Reclaiming Our Heritage | Tampa, FL | Florida Heritage Nonprofit & Annual Festival Founder, Executive Director, Trustee

October 2005 – January 2012

Directed public awareness events campaign to locate, archive, and celebrate every surviving article of South Florida's first daily newspaper: The Tampa Daily Times (circa 1893).

- Produced annual, ten-day festival involving 50+ events and partners
- Oversaw bi-weekly corporate sponsor breakfast series
- Managed trade show and conference partnership with American Institute of Architects
- Conceived special events, including live cattle encampment in Tampa's downtown city core
- Oversaw creative design and collateral materials (from logos to brochures to videos to decor)

Cre8ive Ventures, Inc. | Washington, DC | Marketing Communications & Events Firm Partner

August 2001 – December 2006

Secured and maintained accounts with corporate and nonprofit clients, delivering creative product including events (internal and external), marketing, public relations, and advertising.

- MCI: Produced executive-level event series including logistics, scripting, satellite feed, ROI
- World's First Internet Mutual Fund: Re-branded internal and external events and conferences
- GoalsGuy.com: Facilitated ongoing trainings (60+ annual) for IBM and Xerox employees
- Byrd Alzheimer's Institute: Produced inaugural and signature fundraising banquet
- Atwell-Hicks: Created grassroots marketing-penetration strategy for new Florida market

MCI Telecommunications, Inc. | Arlington, VA | HQ Employee Communications Senior Staffer, Manager

June 1999 – August 2002

Managed or supported internal communication deliverables including executive and call center events, community relations, and multi-media collateral (Web, video, print, broadcast).

- Managed or supported HQ events: employee recognition, road shows, and product rollouts
- Facilitated company-wide product rollout in 32 domestic and international locations
- Co-produced product-related video, live satellite presentations, and executive stage events
- Approved or drafted executive communications, video scripts, and content for publications
- Oversaw product of graphics, Web, print, writing, and photography vendors

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GoalsGuy.com | Syracuse, NY | Fortune 100 Training and Development Resource Firm Marketing Specialist, Event Project Leader

May 1994 – May 1999

Led or co-produced international seminar and events schedule and co-branded new service suite including reworking of firm's corporate trainings and special events.

- Re-branded firm's training division as GoalsGuy.com with founder, Gary Ryan Blair
- Researched and co-developed IBM training presentation, closing a \$1.3M contract
- Co-designed and facilitated ongoing annual trainings with Kodak, Bausch & Lomb, Xerox
- Oversaw 120-location trade show and conference presence, domestic and international
- Directed sales and marketing material design, production, and distribution

EDUCATION

Asbury Theological Seminary
(Degree Incomplete)
Master of Arts in Christian Leadership

S.I. Newhouse School of Public Communications, Syracuse University
(Top-ranked overall communications and public relations program, nationwide.)
Bachelor of Science in Public Relations

HONORS

MCI Circle of Excellence
U.S. Army Airborne
Congressional Citizenship Silver Award
Eagle Scout

AFFILIATIONS

Lead Boston (Class of 2017)
Leadership Tampa Bay (Class of 2007)
Lexington Community Rowing Club (Founder)
The Ginkgo Foundation (Founding Board Member)

CONTACT

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