
Profile of

MARK A. BUZAN

Principal, Action Strategies



Mark A. Buzan is an experienced event planner, public and media relations expert. He is able to call upon close to eight years of experience in these fields. With **thorough research skills**, his broad experience in government, the private sector, and in the association world have allowed him to **take complex issues and communicate them** to media and stakeholders alike. His accomplishments include.

Mark conducts communication audits to ensure the messages organizations wish to convey are in tune with their internal structures and present stock of materials. Fully bilingual (French & English), Mark has written for various commercial websites, trade journals and newsletters. He has been sought out to develop eye-catching sales copy and news articles. **His successes have included coverage for clients on Fox Morning News, Bloomberg Business Newswire, the Atlantic Business Journal, Macleans Magazine, CTV and the Toronto Star to name just a few.** His work with trade publications made the Canadian Construction Association a regularly quoted source for information on the industry.

Involved in his community, Mark has sat on community health boards, political campaigns, and was heavily involved in philanthropic efforts in his university years. All of this gave him an exceptional ability in community-based fundraising.

A consummate follower of current affairs, **Mark has trained a variety of clients** in the private and non-profit sector **on using the media to build promotion and publicity campaigns.** He has also acted as a publicist to various authors and speakers.

Mark is a member of the Canadian Public Relations Society and a candidate for APR certification.

- Languages: English, French, Spanish