

# Rebecca Mark

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## Research & Analysis

Hart Research Associates, Analyst

6/11 – present

- **Strategic Research:** Build and manage qualitative and quantitative research aimed at providing succinct and actionable recommendations to improve reputation, outreach, and legislative strategy for a range of clients, including membership, political and advocacy organizations.
- **Political Acumen:** Create and execute benchmark, tracking, and messaging research for congressional and statewide races on behalf of candidates and independent expenditures.
- **Represent the Firm:** Present findings to clients and policymakers, lead focus groups, and conduct interviews with recruits that include Members of Congress, foreign leaders, and business executives.
- **Logistics:** Set budgets, work with clients and vendors, oversee research and reporting, manage junior staff, and handle unforeseen challenges with an emphasis on meeting deadlines and keeping projects profitable.
- **Project Base:** The House Majority PAC, The Senate Majority PAC, AARP, PhRMA, The Bill & Melinda Gates Foundation, The Pew Charitable Trusts

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## Fundraising & Development

Jhpiego (Global Health Arm of Johns Hopkins), Short Term Contract

2/11 – 6/11

- **Financial Analysis:** Led effort across departments to identify contract overlap and gaps in donation procedures. Collected untracked records from multiple sources, synchronized and updated records, and implemented standardized procedures for fundraising that resulted in several thousand dollars in new donations and saved expenses.

Michigan gubernatorial Race, Deputy Finance Director

9/10 – 11/10

- **Results:** Developed a targeted online donations campaign, orchestrated statewide fundraising events, and oversaw call time for a candidate struggling financially in a difficult election cycle. Together our team raised over two million dollars in under two months.
- **Creativity:** Built fundraising strategy for Lieutenant Governor nominee capitalizing upon her strengths within previously untapped donor communities.

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## Capitol Hill Experience

Congresswoman Jan Schakowsky, Legislative Assistant

2/10 – 9/10

- **Portfolio:** Energy & Commerce Health Subcommittee, Seniors Task Force, Pro-Choice Caucus, Women's Caucus, Education, and Violence Against Women initiatives.
- **Coalition Building:** Negotiated language with House and Senate Committees, State Insurance Commissioners, and organizations regarding major health initiative on insurance rate review. United Pro-Choice stakeholders on and off the Hill following health reform, setting objectives and advocating Member's regulatory goals to White House and HHS.
- **Agency Collaboration:** As lead staff of the Women's Caucus, led Hill contingent of Women in Afghanistan working series with the State Department, Department of Defense, and NGOs.

Congresswoman Gwen Moore, Legislative Assistant

9/07 – 2/10

- **Portfolio:** Health, Education, Immigration, Women's Caucus, and Appropriations.
- **Bipartisan:** Led negotiations with bipartisan coalition to introduce funding reauthorization for women's shelters, setting the stage for Member to lead VAWA reauthorization. Collaborated with district non-profit to introduce law enforcement and business collaboration grants to supplement shrinking earmarks.
- **Impact:** Won \$4 million increase for domestic violence legal assistance programs. Wrote and passed Foreign Relations Authorization amendment responding to Shiite Personal Status Laws.
- **Initiative:** Created recess speakers series, inviting speakers from executive, legislative, and regulatory world for discussions aimed at improving staff use of legislative tools.

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## Education

The University of Michigan School of Urban Planning, Masters Degree in Economic Development

7/07

The University of Michigan, Bachelors Degree in Political Science

12/05