

Mark East

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Sr. Graphics and Web Designer

Experienced and creative web and graphic designer with 24 years of expertise in brand and corporate identities, websites, advertisements, and sales collateral for professional services, high-tech industries, and promotional events. Proficient in managing large-scale projects with strict deadlines and budgets.

WORK EXPERIENCE

Life Advantages • 07/2010 – 09/2024

Sr. Graphics Designer and Web Developer

- Developed CU Thrive, an online wellness program for college students, boosting revenue and audience.
- Designed logos, brochures, flyers, posters, trade show graphics, and marketing materials.
- Collaborated with cross-functional teams to meet project requirements.
- Managed multiple projects and meet deadlines in a fast-paced environment.

NexTrade, Inc. • 01/2004 – 05/2010

Sr. V.P. of New Web Development

- Developed branding and marketing campaigns for Anderen Bank, increasing annual deposits 60%.
- Design visually compelling artwork for advertising campaigns, including digital ads, social media graphics, print materials, and more.
- Contributed to the growth of non-profit organizations Charity for Women and KO Breast Cancer, raising significant donations by 70%.
- Specialized in trade show marketing and corporate brand identities.
- Strong relationships with the marketing team to translate campaign strategies into effective design concepts.

East Multimedia Inc. • Oldsmar, FL • 04/2003 – 08/2010

Founder • Full-time

- Established a company providing design, marketing planning, and branding services to small businesses and events.
- Developed corporate identity and trade show marketing materials for WAMMA.
- Managed a creative team to develop branding and promotional materials for PRINT Ultra Lounge.

EDUCATION

Bachelor of Fine Arts in Digital Art & Technology

International Academy of Design • Tampa, FL

SKILLS

Account Management, Adobe Creative Suite, Advertising Campaigns, Brand Awareness, Brand Guidelines, Brand Identity, Brand Standards, Brand Strategy, Building Brands, Campaign Strategies, Client Onboarding, Client Retention, Communication Skills, Content Management, Content Marketing, Corporate Branding, Creating Content, Creative Concepts, CRM, CRM, CSS, Customer Relationship Management, Digital Content, Digital Marketing, Graphic Design, HTML, Illustrator, Large Format Printing, Manage Multiple Projects, Meet Deadlines, Microsoft Office, Photoshop, Print Materials, Print Production, Quality Assurance, Typography, Visual Storytelling, Web Design, Wide-Format Printing, XML