

Mark East

Oldsmar, FL • (727) 953-5510 • meast@eastmultimedia.com

linkedin.com/in/mark-east-a5677687 • www.themarkeast.com

Senior Graphic & Web Designer | Creative Director

Innovative design leader with 15+ years of expertise developing brand identities, digital campaigns, websites, and sales collateral for technological, financial and professional industries.

Skilled at managing large-scale creative projects on tight deadlines, aligning design with business goals, and delivering consistent and outstanding KPI's.

Proficient in Adobe Creative Suite, web development, and marketing strategy.

Professional Experience

East Multimedia Inc. | Founder / Creative Director (2003 – present)

- Founding and managing a creative agency serving small businesses and events with design, branding, and marketing planning services.
- Directed corporate identity and trade show design for WAMMA (World Alliance of Mixed Martial Arts).
- Built and led a team of designers and marketers to deliver branding campaigns for PRINT Ultra Lounge, resulting in strong regional recognition.

Life Advantages | Sr. Graphic Designer & Web Developer (2010 – 2024)

- Developed and branded CU Thrive, an online wellness platform for college students, increasing program adoption and generating new revenue streams.
- Created logos, brochures, trade show graphics, and digital marketing assets that elevated brand awareness and client engagement.
- Partnered with cross-functional teams to deliver creative solutions that met strict project requirements.
- Managed 20+ concurrent design projects under tight deadlines, consistently delivering on time and within budget.

NexTrade, Inc. | Sr. VP, New Web Development (2004 – 2010)

- Led rebranding and marketing campaign for Anderen Bank, driving a 60% increase in annual deposits.
- Directed creative development of digital ads, social media campaigns, and corporate collateral to boost visibility.
- Partnered with nonprofits (Charity for Women, KO Breast Cancer) to design campaigns that raised donations by 70%, strengthening community engagement.
- Specialized in trade show marketing and brand identity development for national exposure.

Education

Bachelor of Fine Arts in Digital Art & Technology

International Academy of Design – Tampa, FL

Core Skills

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Typography, Visual Storytelling

Web & Digital: HTML, CSS, XML, Content Management, Web Design, Digital Marketing, CRM

AI & Emerging Tools: ChatGPT, MidJourney, Google AI Suite, Canva, Recraft, Adobe Firefly, Seedream

Branding & Marketing: Corporate Branding, Campaign Strategy, Advertising Campaigns, Brand Guidelines, Event Marketing

Project Leadership: Client Onboarding, Project Management, Cross-functional Collaboration, Account Management