



MARK MARTINEZ  
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## PROFESSIONAL OVERVIEW

20+ years experience in web design, web development & programming, brand development & creative direction, design and redesign.

**Creative web/print design & consultation:**  
freelance/contract/project basis.

High-caliber brandcreative director specializing in online marketing: website development, website design, Print, Branding acquisition and retention, multi-channel marketing, campaign development, skilled presenter and manager of creative department and suppliers seeks position with a dynamic company that welcomes initiative and rewards a professional who is exceptionally skilled at executing integrated marketing programs and achieving ROI.

## SKILLS

- Website & Interface Design
- Visual and interaction design
- Information architecture and user experience
- Front-end advocacy of database integration
- Flash design

## ONLINE MARKETING

- Multi-channel marketing strategy
- Campaign development
- Email marketing
- Acquisition and retention
- Search engine marketing
- Data Profiling
- Rich media advertising

## OFFLINE MARKETING

- Creative and art direction
- Graphic design
- Brand and identity design
- Marketing and promotional design

## COMPREHENSIVE

- Design and project management
- Strategic design
- Design and production staff management
- Skilled presenter
- New business acquisition
- Identify emerging technologies and trends

## VERTICAL EXPERTISE

Education, financial, health and fitness, retail, technology and telecommunications

## SPECIALTIES:

Proficient on both Mac & PC Graphics/Web-Based programs: Adobe Illustrator, In-Design, Photoshop, Dreamweaver, Flash, QuarkXpress.

Along with PHP and MySQL I am also skilled in HTML, CSS, and Javascript.

