

MARK MARTINEZ
mark@4eightyeast.com
2127 Big Sky Drive
Rocklin, CA 95765
(916) 474-1600

PROFESSIONAL OVERVIEW

18+ 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:
Illustrator, Freehand, In-Design, Photoshop, Dreamweaver, Flash

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

