

# MARK HAYDEN

Sarasota, FL

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marktrademark.com

## SKILLS

- Adobe Creative Suite
- Photoshop
- InDesign
- Illustrator
- Premiere Pro
- After Effects
- MS Office
- Brand Design
- Website Creation
- Print Graphics
- Multimedia
- Curious
- Loyal
- Flexible
- Motivated

## PORTFOLIO

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## SUMMARY

Experienced graphics professional that has worked with a broad range of products, mediums and software. Continuously learning and exploring new developments across design and mass media platforms. Thrive on creative problem solving and getting fulfillment on multiple projects.

## EXPERIENCE

### INDEPENDENT CONTRACTOR, SARASOTA, FL - 01/2020 - CURRENT

- Meeting with clients to understand their goals and providing design solutions to meet and surpass expectations.
- Providing outstanding design work for a wide range of businesses and individuals covering a wide variety of needs from websites to service menu's.
- Assisting small business online strategies development and social media content to give customers the best, most cost effective way to increase online profile and boost sales across a broad range of markets.

### PRINT SPECIALIST, XEROX, BROOKLYN PARK, MN - 01/2019 - 12/2021

- Earned rapid certification on the Xerox iGen 5, large format printers.
- Trained new employees in the correct manner to operate printers.
- Review automated press operation systems and respond to fault, error, or alert messages.
- Load production job settings into workstation terminals that control automated printing systems.

### CREATIVE DIR. JON ENGLISH STUDIOS, MINNEAPOLIS, MN - 01/2007 - 12/2021

- Began at the salon's front desk greeting clients, appointment setting, sales and customer service.
- Initiated business growth with development of online presence, assisting the owner in promotions.
- Produced world class products marketing and marketing material for both web and print use.
- Earned recognition as "Top Salon," by Twin Cities Monthly Magazine (2009, 2015 & 2018).
- Updated and improved the client's experience leading to over 200% increase in new customer retention.
- Designed collection of Bloody Gorgeous® Hair Care products, created by Jon English.
- Maintain a relationship with the business and provide freelance services as needed.

## EDUCATION

Bachelors of Fine Arts in Photography and Digital Design, 2000  
University of South Florida, Tampa, FL