

# MARK E. HAYDEN **ESQ.**

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## **RELATED SKILLS:**

- ✧ Polished client relation and leadership skills with the ability to interact with key internal and external customers to develop successful new and important relationships.
- ✧ Enthusiastic, highly motivated, personable communicator, skilled in promoting creative possibilities to diverse audiences.
- ✧ Excellent organizational, interpersonal and communication skills with the flexibility and experience required to remain focused in fast-paced, demanding environments.
- ✧ Focused on serving, customers, vendors and stakeholders at the highest level and delivering on all service levels.
- ✧ Innovator of processes to improve design techniques and all facets of mass media.

## **EDUCATION:**

**University of South Florida. B.A. Fine Art Degree.**

## **EMPLOYMENT:**

- |   |                                  |                          |                     |
|---|----------------------------------|--------------------------|---------------------|
| <b>Print Specialist</b>   | <b>Xerox</b>                     | <b>Brooklyn Park MN</b>  | <b>2019-Present</b> |
| <ul style="list-style-type: none"><li>✧ Rapid certification using Xerox iGen 5 printers.</li><li>✧ Increased productivity. Achieved 100% deadlines.</li><li>✧ Trained new employees on equipment usage.</li></ul>   |                                  |                          |                     |
| <b>Designer &amp; Market Strategist</b>   | <b>Bahl &amp; Assoc.</b>         | <b>Bloomington, MN</b>   | <b>2015-2019</b>    |
| <ul style="list-style-type: none"><li>✧ Increased line of products pushing the business in to the top 2% of Amazon retailers.</li><li>✧ Tracked industry changes to create high selling products with good profit margins.</li><li>✧ Implemented marketing campaigns and analyzed data to increase ROI to best levels ever.</li></ul>   |                                  |                          |                     |
| <b>Creative Director</b>  | <b>Jon English Studios®</b>      | <b>Minneapolis, MN</b>   | <b>2007-2017</b>    |
| <ul style="list-style-type: none"><li>✧ Delivered finished, ready for sale Bloody Gorgeous® Hair Care products ahead of schedule and under budget.</li><li>✧ Produced world class salon and products marketing materials for both web and print use, earning <i>Twin Cities Monthly's</i> "Top Salon" Award twice.</li><li>✧ Integrated online booking system with the salon website increasing client retention.</li></ul> |                                  |                          |                     |
| <b>Pre-Press Production Intern</b>  | <b>Eleventh-Hour Advertising</b> | <b>Sydney, Australia</b> | <b>1998</b>         |
| <ul style="list-style-type: none"><li>✧ Developed knowledge for best image scanning and most time efficient ways to deliver files for high quality reproductions.</li><li>✧ Communicated effectively with clients and production staff of domestic and international print publications to produce effective ads from client provided text.</li></ul>   |                                  |                          |                     |

**Online Portfolio:**  
[\*\*WorldbyMark.com\*\*](http://WorldbyMark.com)