

# MARK E. HAYDEN

Cell: [612-272-6170](tel:612-272-6170)

E-mail: [markhayden.media@gmail.com](mailto:markhayden.media@gmail.com)

Website: [worldbymark.com](http://worldbymark.com)

## **BROAD SKILL RANGE:**

- ✧ Enthusiastic, highly motivated, organized, and friendly.
- ✧ Excellent problem solving, and communication skills.
- ✧ Flexibility, and experience required to remain focused in fast-paced, demanding environments.
- ✧ Seeker of knowledge to improve all facets of design and mass media production.

## **SOFTWARE SKILLS:**

**Systems:** Very proficient using Mac and Windows.  
**MS Office:** Word, Excel, and Powerpoint.  
**Google Drive:** Sheets, Docs, Translate and more.  
**Adobe Creative Suite:** Photoshop, InDesign, Illustrator, Dreamweaver, Premiere Pro, Rush, After Effects, Spark, Lightroom, Bridge, XD, Acrobat  
**Other:** Software for streaming media and large format video projection mapping using OBS, VPT8 and other tools.

## **EDUCATION:**

**B.A. FINE ART DEGREE FROM THE UNIVERSITY OF SOUTH FLORIDA, COLLEGE OF FINE ARTS**

## **EMPLOYMENT:**

### **CREATIVE DIRECTOR**

**JON ENGLISH' STUDIOS**

**MINNEAPOLIS, MN**

**2007-2021**

- ✧ Started in customer service and progressed to being assistant to the Owner and CEO, Jon English.
- ✧ Updating and improving salon experience and booking services increasing client base 70% with pre-booking rates of 80%.
- ✧ Delivered finished, ready for sale *Bloody Gorgeous® Hair Care* Products ahead of schedule and under budget.
- ✧ Produced world class salon and products marketing materials for both web and print use, earning *Twin Cities Monthly's "Top Salon"* Award twice.

### **PRINT SPECIALIST**

**XEROX**

**BROOKLYN PARK MN**

**2019-2021**

- ✧ Earned Rapid certification using Xerox iGen 5 printers.
- ✧ Increased productivity. Achieved 100% deadlines.
- ✧ Trained new employees on equipment usage.

### **DESIGNER AND MARKET STRATEGIST**

**BAHL & ASSOCIATES**

**BLOOMINGTON, MN**

**2015-2019**

- ✧ In-depth implementation of Amazon knowledge to boost the business into the top 2% of Amazon retailers.
- ✧ Tracking industry forecasts to design and create products that could be well made with the existing equipment offering the best profit margins.
- ✧ Implement marketing campaigns and analyzing data to increase ROI to the best level in the business' history.

### **PRE-PRESS PRODUCTION INTERN**

**ELEVENTH-HOUR ADVERTISING**

**SYDNEY, AUSTRALIA**

**1997-1998**

- ✧ Delivered highest quality image files for various print and online usage.
- ✧ Communicated effectively with clients and production staff of domestic and international print publications to produce effective ads from client provided text.

✧ **SEE SAMPLES OF WORK ONLINE** ✧

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