

Mark Hayden

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GENERAL LIFE SKILLS:

- ✦ Driven, quick learner with excellent problem solving skills.
- ✦ Effective communication skills.
- ✦ Ability to remain focused in fast-paced, demanding environments.
- ✦ Enthusiastic, highly motivated, organized, and friendly.

SOFTWARE SKILLS:

OS: Mac, Windows, Ubuntu and Chrome.

Adobe Creative: Cloud: Photoshop, InDesign, Illustrator, Dreamweaver, Premiere Pro, Rush, After Effects, Spark, Acrobat.

MS Office: PowerPoint, Word, and Excel.

Google Drive: Sheets, Docs, Translate and more.

Other: OBS Streaming software, VPT8, NFT Creation and crypto currency trading.

EDUCATION:

Bachelor of Fine Arts Degree, College of Fine Arts at the University of South Florida, Tampa.

EMPLOYMENT:

CREATIVE LEAD & SHIPPING MGR.	HACKERBOX/CRATE CREW LLC	SARASOTA, FL	2022-CURRENT
<ul style="list-style-type: none">✦ Designed new product branding based on ideas on ideas and vision of the company CEO.✦ Studied target market behavior to promote items in stock to potential customers.✦ Quickly adopted shipping and handling processes to maintain continuous operations of existing products.			
PRINT SPECIALIST	XEROX	BROOKLYN PARK MN	2019-2021
<ul style="list-style-type: none">✦ Earned rapid certification on the Xerox iGen 5, large format printers.✦ Led workers in productivity and trained new employees on equipment usage and maintenance.			
DESIGNER & MARKET STRATEGIST	BAHL & ASSOCIATES	BLOOMINGTON, MN	2015-2019
<ul style="list-style-type: none">✦ New product development to get the business into the top 2% of Amazon retailers.✦ Tracked industry trends to design and create new products that boosted online sales and profits.✦ Started implementation of marketing campaigns making them effective at increasing traffic and sales.			
CREATIVE DIRECTOR	JON ENGLISH® STUDIOS	MINNEAPOLIS, MN	2007-2021
<ul style="list-style-type: none">✦ Started by working at the salon's front desk in customer service, I led the business' growth in online presence was personal assistant to the owner and <i>CEO</i>, Jon English.✦ Updated and improved the client's experience leading to a 700% increase in new customer retention.✦ Produced final collection of <i>Bloody Gorgeous® Hair Care</i> products, created by Jon English.✦ Produced world class salon and products marketing materials for both web and print use, earning recognition as "<i>Top Salon</i>," by <i>Twin Cities Monthly Magazine</i> (2009, 2015 & 2018).			
INDEPENDENT CONTRACTOR	MASSCOMMEDIA.COM	MN & FL	2001-CURRENT
<ul style="list-style-type: none">✦ Provided top quality design work for a wide range of businesses and individuals covering a wide variety of needs from websites to service menu's.✦ Website development and social media consultation to give customers the best, most cost effective way to increase online profile and boost sales across a broad range of markets.			

ADDITIONAL EXPERIENCE:

PRE-PRESS PRODUCTION INTERN	ELEVENTH-HOUR ADVERTISING	SYDNEY, AUSTRALIA	1997-1998
<ul style="list-style-type: none">✦ Quickly learned the skills needed for print production and helped boost the business' digital presence.✦ Communicated effectively with clients and publication production staff to ensure customer satisfaction.✦ Delivered high quality ads image files for various international print publications.			

✦ See Samples of Work Online ✦

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