

2021 Résumé

MARK EDWARD HAYDEN

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ABOUT & OBJECTIVE

English by birth, dual citizen as of 2010, I continue to derive inspiration from experiencing design techniques and styles from around the world. My most important accomplishment to date is to have circumvented the globe. It has given me an ability to create interesting, innovative and effective design work that influences its target audience.

SOFTWARE EXPERIENCE & MORE

Adobe CC, (including), Photoshop, InDesign, Dreamweaver, Illustrator, Premiere, After Effects, Capture, Spark, Xd. Microsoft Office, Google Chrome and associated apps including Drive, Photos and more. Audio and video recording and production and formatting for various forms of distribution.

Operating Systems: Apple OS X, iOS, Windows 10, Google/Android. Other: eCommerce sales and marketplace experience.

EMPLOYMENT HISTORY

2019-ONGOING • PRINT SPECIALIST

XEROX

BROOKLYN PARK, MN

- ☑ Rapid Certification Using Xerox iGen 5 Printers. Expert running the machines with minimal downtime.
- ☑ Training new employees on the print hardware and software used.
- ☑ Report to manager on new candidates status, ready needs more training or inadequate skills do not hire.

2015-2019 • DESIGNER, MARKET STRATEGIST

BAHL & ASSOCIATES

BLOOMINGTON, MN

- ☑ Bring the business into the top 2% of Amazon retailers by analyzing trends and taking the best.
- ☑ Tracking industry predications to create selling products with good profit margins.
- ☑ Implement marketing campaigns and analyzed data to increase ROI to best level ever.

2007-2015 • ASSISTANT CREATIVE DIRECTOR

JON ENGLISH® STUDIOS

MINNEAPOLIS, MN

- ☑ Product packaging process from concept to mock up's to items on shelves ready for sale.
- ☑ Designing captivating marketing materials formatted for cohesive web and print use.
- ☑ Created client database and website redesign with easy appointment booking.
- ☑ Intellectual property applications and updates.

2002-2004 • DIGITAL IMAGE SPECIALIST

PROFOTO / CAMELOT PHOTOGRAPHY

MINNEAPOLIS, MN

- ☑ Image scanning, retouching and exporting, optimized for the quality with the highest attention to detail.
- ☑ Restoring old and/or damaged prints and reprinting new images to match the original.

2004-2007 • SERVICE MANAGER, CREATIVE DIRECTOR

DOLCE VITA SPAS

MINNEAPOLIS, MN

- ☑ All format sign for print material used for marketing the spa: rewards cards, holiday specials, promotional packages.
- ☑ Updating the business website and implementing online appointment booking
- ☑ Coordinating spa schedules, special events, party's, and individual appointments with therapists
- ☑ Working with local hotel managers, organizing offers that included in-room spa services

-2004 • DIGITAL IMAGE SPECIALIST

PROFOTO / CAMELOT PHOTOGRAPHY

MINNEAPOLIS, MN

- ☑ Image scanning, retouching and exporting, optimized for the quality with the highest attention to detail.
- ☑ Restoring old and/or damaged prints and reprinting new images to match the original.

1998-2002 • GRAPHIC DESIGNER & PRINTER

AMSTAND DISPLAYS

SARASOTA, FL

- ☑ Met with clients to define their specific needs for various projects.
- ☑ Start to finish production including: design, printing / lamination large format graphics POS displays

1997-1998 • PREPRESS PRINT PRODUCTION

ELEVENTH HOUR ADVERTISING

SYDNEY, AUSTRALIA

- ☑ Image scanning, retouching and adjustments to deliver the best possible reproduction.
- ☑ Communicated and coordinated with layout staff for major print publications.
- ☑ Bringing life to text copy designing ads for print and online publication.

EDUCATION

2001 Bachelor of Arts Degree. University of South Florida (Tampa), College of Fine Arts.

ADDITIONAL SKILLS

Over 10 years studying French and Spanish plus a background in latin helps me to understand romance languages.

See portfolio and resumé at: MarkTrademark.com