

Mark Hayden

Visual Communications and Graphic Design Specialist

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www.marktrademark.com

(612) 272-6170

Sarasota, Florida

Accomplished graphic designer and communications expert with proven success in developing engaging designs, managing marketing communications to boost brand identity, and handling multiple projects efficiently.

Work Experience

Freelance Graphic Designer

Jan 2019 - Present

MASSCOMMEDIA.com | Sarasota, Florida, United States

- Engage in collaborative discussions with clients to assess their desires and needs, exploring available options while prioritizing efficient strategies to achieve desired objectives effectively.
- Provide exceptional design solutions across various platforms, including motion graphics, to enhance brand presence and driving significant engagement through tailored marketing materials.
- Deliver specialized design projects, utilizing advanced graphic design skills and tools to achieve individualized marketing goals.

Print Production Specialist

Jan 2019 - Nov 2021

Xerox | Minnesota, United States

- Efficiently secured certification for adopting advanced printing systems, enhancing print quality and boosting productivity by over 40%.
- Conducted comprehensive training sessions for new employees, ensuring efficient and accurate printer operation.
- Managed multiple projects for over 1,900 Target stores throughout the US, always meeting weekly deadlines .

Senior Graphic Designer

Jul 2015 - Jan 2019

[Hat Shark](#) | Greater Minneapolis-St. Paul Area

- Designed, created and introduced new products to e-commerce sales platforms and expanded the business' offerings to boost profits.
- Managed marketing campaigns, analyzed results and refined strategies to maximize effectiveness and ROI, boosting website and store traffic by over 85%.
- Studied design trends and married them with changing customer desires and necessities to create more sales offerings, driving up sales by over 40% and propelling the business into the top 2% of Amazon sellers.

Graphic Designer

Apr 2007 - Jun 2015

[Jon English Hairspa - Bloody Gorgeous®](#) | Minneapolis, Minnesota, United States

- Adeptly advanced from a customer service specialist to lead the Art Department with a steadfast commitment to business success.
- Generated exceptional marketing assets for web and print distribution, pivotal in driving significant growth for the salon, leading to being awarded "Top Salon" by Twin Cities Monthly Magazine three times and resulting in a threefold increase in new customer retention.
- Successfully orchestrated the branding and marketing materials for the launch of the Bloody Gorgeous® Hair Care product line, resulting in a remarkable doubling of products sales.

Core Skills

Adobe Acrobat, Adobe After Effects, Adobe Creative Suite, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro, AI Intergration, Analytical Skills, Branding, Color Theory,

Content Creation, Communication, Copywriting, Creative Strategy, CSS, Customer Service, Data Analysis, Design Direction, E-Commerce, Email Marketing, HTML, Graphic design, Layout Design, Marketing Strategy, Microsoft Office, Microsoft Powerpoint, Microsoft Publisher, Motion Graphics, Multimedia, Photo manipulation, Photography, Print Management, Print Production, Product Development, Project Management, Search Engine Optimization (SEO), Social Media Management, Typography, Video editing, Video Production, Web Design, Website Creation

Education

University of South Florida

Aug 1996 - Jan 2001

Bachelor of Arts - BA Fine and Studio Arts

Languages

English (*NATIVE_OR_BILINGUAL*), **French** (*LIMITED_WORKING*), **Latin** (*LIMITED_WORKING*),
Spanish (*LIMITED_WORKING*)