

Mark Messenger - Designer / Developer

4830 Goldmine Drive ▪ Sugar Hill, GA 30518

phone: (678) 467-1746 ▪ mmessenger@gmail.com ▪ <http://www.markmess.com>

Objective

To provide a targeted, creative and unique marketing vision in order to increase sales and brand awareness in major consumer markets.

Employment

Art Director: 2006-Present

Allconnect Inc.

- Co-developed an eCommerce Strategy which initiated a corporate change from an aggregator of utility services to consumer facing brand and a life-stage marketing company.
- Managed both internal and outsourced resources.
- Provided hands-on design and information architecture for email, direct mail and Website templates and wrote guidelines.

Web Designer: 2003-2006

Professional Career Development Institute

- User interface design and redesign. Development of these designs using the latest CSS, HTML and XML/XSLT technologies.
- Design and develop of outbound email campaigns. Integrating CSS into these campaigns for a upgraded user experience.
- Multimedia development using Flash for banner advertising, demonstration and data collection utilizing Flash remoting.

Web Designer: 2000-2003

News America Marketing

- The user interface design/redesign and weekly planning and production of website content for SmartSource.com.
- Design and develop user-friendly online promotions for sweepstakes and network partners.
- Design and develop direct mail and in-store "value" card and application programs.

Graphic Designer: 1999-2000

Edmund Industrial Optics

- Design graphics for trade show units and promotions.
- Calalog layout, Web page design and production layout

Accomplishments

- Improved user experience due to lightweight design and integration of streamlined technologies, thereby cutting site maintenance cost and time.
- Improved brand integrity by improving professional design and data collection methods.

Technical Skills

- XHTML
- CSS
- XML
- XSLT
- JavaScript
- PHP
- MySql
- Actionscript
- Macromedia Flash
- Macromedia Fireworks
- Macromedia Dreamweaver
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Quark XPress
- Macromedia Director
- Adobe Acrobat
- Microsoft Office
- Final Cut Pro

Education

- Rowan University
B.F.A. Illustration &
Design 05/99
- Offset/Gravure Training
Quad Graphics 04/00
- Intermediate Flash
Training 04/02
- Advanced Flash Training
05/03
- Atlanta Interactive
Marketing Association
Member