

# Mark Messenger

CREATIVE SERVICES EXPERT

## PROFESSIONAL SUMMARY

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Ten + years experience providing targeted, effective creative solutions to advertising, marketing and sales support departments. Unique skill set includes expertise with a all facets of software design, strong design, editorial and production capabilities and a solid technical knowledge of web and print. Superior organizational skills and an extensive background collaborating with sales and business development teams to achieve unique revenue-generating opportunities.

## WORK HISTORY

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Allconnect, Inc.  
Atlanta

**Art Director**  
9/07 – present

Key player among team responsible for the launch of Allconnect.com in 2006. Helped established allconnect.com as the leading online retailer of home utilities including phone, tv and internet services. Instrumental in the launch of ChangeYourAddress.com; a free mail-forwarding service that extended allconnect's "first-contact" customer timeline.

### Significant areas of responsibility:

**Senior Web Designer**  
7/06 – 9/07

- Directed all creative efforts for allconnect.com including UI design, white-label implementations, online and offline advertising campaigns and promotions. Managed QA testing and launch of 3 major technology upgrades and multiple functional enhancements.
- Responsible for PPC landing pages. Improved overall site Click thru Rate 99% thru A/B and multivariant landing page optimization tests.
- Provided hands-on design and information architecture for email, direct mail and website templates and wrote guidelines.
- Directed workflow and supervised two contractual creative resources within budget.
- Sole creative resource for outbound transactional and marketing email programs including design and development of a special Lowes offer sent to 1.1 million customers annually with a 60% opt-in rate.
- Designed and produced all Allconnect.com sales support materials including: PowerPoint presentations, one sheets, spec sheets, and product demos. Maintained current sales collateral on company intranet.

Ashworth College  
Atlanta

**Senior Web Designer**  
9/03 – 6/06

Responsible for design, usability and QA of high school, career, undergraduate and advanced education websites. Designed and developed advertising, direct mail, email and special project promotions for all areas of business. Lead concept architect and developer for new CMS platform to automate content entry and provide real-time reporting. Successfully migrated entire online content of over 130 live programs, assets and data into this CMS platform without service interruption for clients and consumers.

News America Marketing  
New York

**Web Designer**  
11/00 – 8/03

Interface designer for SmartSource.com, a leading online provider of printable grocery coupons. Responsibilities included site design and usability, QA and unit testing, weekly site updates and the creation of new online promotions and functional enhancements. Provided creative and email marketing support to a distribution network of over 300 retail, lifestyle and media microsites. Provided creative direction and design support for offline promotions, direct mail and in-store "value card" programs.

4830 GOLD MINE DRIVE  
SUGAR HILL, GA 30518  
(678) 467-1746  
mmessenger@gmail.com  
www.markmess.com

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## EDUCATION

The New School  
New York, Winter 2003

### Flash Interaction Design

Evening studies in Advanced Flash Techniques

Quad Graphics  
Sussex, WI, Fall 1999

### Advanced Print Production Techniques

Industry Accreditation Program

Rowan University  
New Jersey, 1995-1999

### Graphic Design & Communication

Bachelors of Fine Art

## SKILLS

Extensive background with both Macintosh and Windows platforms

### Design & Imaging Development

Fireworks, Adobe PhotoShop, Adobe Illustrator, Adobe InDesign and QuarkXPress  
XHTML, CSS, XML, XSLT, JavaScript, PHP, MySQL, Actionscript  
Dreamweaver, Flash

### Business

Microsoft Excel, Word, Powerpoint, Keynote (Mac)

### Production

Acrobat Professional, MS Outlook, MS Project, Director, Final Cut Pro, plus a strong  
working knowledge of network servers and information systems

### CMS

Joomla

Outbound Email

Experience building all aspects of consumer email programs including HTML design,  
image-hosting, production, development and deployment.

Print Production

Strong background in pre-press production, retouching and color correction.

References

Available upon request