





MARK EAST

Sr. Graphics and Web Designer

CONTACT INFO

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Oldsmar, FL 34677 
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EDUCATION

Bachelor of Fine Arts
Digital Art & Technology
International Academy of Design
June 2000
Tampa, FL

SKILLS

Graphic Design (Visual Storytelling,
Typography)
CSS, HTML, XML
Corporate Branding (Brand
Identity, Brand Strategy)
Adobe Creative Suite
(Photoshop/Illustrator)
Marketing Materials (Content
Marketing, Digital Marketing)
CRM (Customer Relationship
Management)
Microsoft Office
Large Format Printing (Wide-
Format Printing)
Account Management (Client
Onboarding, Client Retention)

SUMMARY

Experienced and creative web and graphic designer with 24 years of expertise in brand and corporate identities, websites, advertisements, and sales collateral for professional services, high-tech industries, and promotional events. Proficient in managing large-scale projects with strict deadlines and budgets.

WORK EXPERIENCE

Sr. Graphics Designer and Web Developer

Life Advantages

2010 - 2024

- Led custom design solutions in HTML, CSS, XML, reducing client issues by 30%.
- Developed CU Thrive, an online wellness program for college students, boosting revenue and audience.
- Designed logos, brochures, posters, trade show graphics, and marketing materials.
- Managed multiple projects simultaneously, ensuring timely delivery.
- Collaborated with cross-functional teams to meet project requirements.

Sr. V.P. of New Web Development

NexTrade, Inc.

2004 - 2010

- Developed branding and marketing campaigns for Anderen Bank, increasing annual deposits.
- Managed the design department and directed business endeavors for sub-corporations and non-profits.
- Contributed to the growth of Charity for Women and KO Breast Cancer, raising significant donations.
- Specialized in trade show marketing and corporate brand identities.

Lead Designer

Graphics Tech

2003 - 2004

- Led a team of designers, ensuring quality and client satisfaction.
- Expanded a new division for vinyl signs and banners, generating additional revenue.
- Completed over 100 projects in a year, including logos, print ads, brochures, websites, and flash animations.
- Designed billboards, car wraps, and provided large format printing.

Founder

East Multimedia Inc.

2003 - current

- Established a company providing design and branding services to small businesses and events.
- Developed corporate identity and tradeshow marketing materials for WAMMA.
- Created branding and advertising for The Good Life Experience events.
- Managed a creative team to develop branding and promotional materials for PRINT Ultra Lounge.