



Mark C. Palazzo
2251 Camillia Ave | Richland, WA 99352
C 425.931.3440
www.YourCreativeMark.com

SUMMARY

Creative Director, Marketing Director and Designer with 20 years experience that is versatile and adept at using design to achieve marketing and brand identity strategies. An expert in many creative and marketing disciplines:

- Collateral literature/Brochures
- Ad design
- Direct mail
- Web design
- Email Leads
- Multimedia slide presentations
- Exhibit design and coordination
- Social medial

Experienced in managing designers, copywriters, photographers, illustrators and print vendors in a deadline driven environment. Solid knowledge of production and printing techniques. Highly skilled in the latest computer applications such as Adobe Creative Suite.

PROFESSIONAL EXPERIENCE

PS MEDIA, INC. - Kennewick, WA

2013 - 2016

Art Director

- Created and managed a new company website that increased customer leads and awareness
- Designs and manages company image, offering a distinct brand identity
- Produces and schedule social media campaigns creating a high degree of market awareness
- Design web sites, bus ads, print ads, and ad banners and logo designs for PS Media clients
- Directed and coordinated photo shoots under the guidelines of company brand identity

YOUR CREATIVE MARK (YCM) - LAKE STEVENS, WA

2004 - 2015

YCM is a full-service graphic design and marketing solutions business. YCM looks for design solutions that are memorable, timeless, and communicate efficiently. Specializing in logos and corporate identity systems, as well as advertising, packaging, web design and printed collateral.

Creative Director/Designer

- Collaborate with marketing departments to create high impact, permission based Email campaigns that create brand awareness
- Design and create branding standards, collateral and identities which create top-of-mind awareness for many industries such as healthcare, technology and banking
- Evaluate designs against project objectives, suggest refinements and select recommendations
- Manage outside vendors such as photographers and production artists to maintain budget requirements
- Producer of a yearly non-profit benefit concert that nets several thousand dollars for breast cancer research and treatment

WHITECAP NORTH AMERICA, LLC - Seattle, WA

2005 - 2007

Whitecap grew customer sales, improved brand awareness and increased productivity through marketing, design and promotion solutions.

Creative Director

- Lead designer, producing high quality graphic design and market leadership for customers
- Managed a design staff that produced creative marketing materials for their clients
- Directed and coordinated photo shoots under the guidelines of company brand identity
- Oversaw quality of printing and delivery schedule; delivering materials on time
- Created and managed a new company website that increased customer leads and awareness

GENERATION II USA, INC. (AN OSSUR COMPANY) - Bothell, WA

1995 - 2004

Brand leader of a 35 million dollar osteoarthritis knee brace market

Art Director/Graphic Designer

- Key influential member of an (8)eight person marketing team, successful at multiple product launches
- Established and tracked advertising campaigns, supporting marketing objectives
- Managed tradeshow participation, creating market visibility and educating our customers
- Organized, and implemented a print order process, reducing overall marketing expenses



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EDUCATION, DESIGN CONFERENCES AND AWARDS

SCHOOL OF VISUAL CONCEPTS

Management: "Managing Creative People" Course

SEATTLE CENTRAL COMMUNITY COLLEGE

Associate of Arts Degree: Visual Communications/Advertising Art Design Program

ANNUAL HOW DESIGN CONFERENCE SERIES ~ 1999 THRU 2007

LIST OF AWARDS:

"Toys At Work" Calendar

2007 Print Media Award of Excellence Winner
Presented by Communicator Awards

Concord Commons at Issaquah Highlands Emerson

2005 Silver Award Winner
Best Attached Home Plan Over 10 du/Acre
Presented by The National Sales and Marketing Council

Concord Commons at Issaquah Highlands

2005 Regional Award Winner
Best Attached Product Design 10 du/Acre and Over-Region 1
Presented by The National Sales and Marketing Council

Concord Commons at Issaquah Highlands

2005 Regional Award Winner
Best Interior Merchandising \$250,000-\$400,000-Region 1
Presented by The National Sales and Marketing Council

Unloader Spirit™ Journal Advertisement

2002 National Ad Campaign Award Winner
In Recognition of the advertisement that achieved outstanding readership response
as measured against all other ads appearing in O & P Almanac
Presented by Ad*Q Studies (a division of Harvey Research, Inc.)

Unloader® Journal Advertisement

1996 National Ad Campaign Award Winner
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Review samples of Mark Palazzo's portfolio at www.yourcreativemark.com



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PROFESSIONAL REFERENCES

Contacts **Chris Hettich, Principal | 425 402 6468**
Whitecap North America, LLC. | chris@crossingsdesigngroup.com

[Recommendation for Mark Palazzo via LinkedIn.com](#)

"I have worked with Mark for the past 8 years. Most recently I hired him to be the Creative Director for Whitecap North America. Mark is a very dedicated professional, he is extremely creative and his extensive talent and experience is unmatched in the industry."

*Chris Hettich, Sales, Crossings Design Group
managed Mark at Whitecap North America, LLC*

Ron Massaro, Principal | 425 442 1056
White Coat Marketing, LLC | ron@whitecoatmarketingllc.com

[Recommendation for Mark Palazzo via LinkedIn.com](#)

"Mark reported to me for 3-1/2 years ending in 2004, and I can attest to the business value that he brings to an organization. He helped our company grow market share over 25%, introduce critical new products, penetrate new markets, and improve the capabilities of our sales network. He has incredible creative skills – once he is locked on to the message and positioning statement, he goes to work crafting a spectrum of possible solutions. As the owner of the brand, Mark ensures that his ideas have a strong tie to product identity. And most importantly, Mark has a dogged determination to match the creative execution to marketing, sales and corporate goals..."

*Ron Massaro, Director of Marketing and Customer Service, Generation II USA
managed Mark at Generation II USA, Inc. (an OSSUR Company)*

Laurie Hodge, Sr. Event Planner, Marketing Communications Specialist | 425 299 0562
EKOS Corporation | lhodge@ekoscorp.com

[Recommendation for Mark Palazzo via LinkedIn.com](#)

"I am privileged to recommend Mark Palazzo as a Graphic Artist and/or Art Director. While working with him as a peer at Generation II USA, I was so impressed with not only his depth in creativity and providing the marketing team varied ideas to brainstorm, but his keen eye for detail and perfection. Today, we work together in a different capacity. I run the Marketing Department at EKOS and I have the pleasure of contracting Mark to provide all of our graphic needs...from designing our website, medical case studies, 8 page brochures, sell sheets, trade show graphics and more. We are very pleased with his work and I would highly recommend Mark for any high level Art/Creative position."

Laurie Hodge, Sr. Event Planner, Marketing Communications Specialist at EKOS Corporation

Additional references available upon request.