



Mark Levine  
r e s u m e



## Mission Statement

My success as a creative is defined by a life-long passion for the field of graphics, and my in-depth creative direction and managerial skills provides a high level of resolve to all creative challenges. This passion fuels my ambition to successfully spearhead innovative and unique solutions to a company's brand, marketing, and advertising challenges that grows revenue, slashes costs, and maximizes return on investment with a competitive edge.



*I have worked with Mark over the years whenever I needed help handling client projects...and can really appreciate his advertising expertise and design talents. He is by far one of the most strategic, talented Creative Directors I know.*

Evelyn Salvador  
President  
Creative Image Builders

*Working with Mark is a great way to get excellent, professional art with all the creativity our clients require. The wide range of skills he possesses allows easy access to a wider range of services I now offer. Mark is a true professional.*

Richard Bernstein  
Branch Manager  
American Solutions for Business



## Talent. Skill. Knowledge.

Ad campaigns

Corporate Identity & Branding

Direct Mail Campaigns

Email Blasts

Google Ad & Banner Campaigns

Illustration

Logo Creation

Marker Comps

Package Design & Development

Presentations

Sell Sheets & Product Line Sheets

Storyboards

Tradeshow Booths & Signage

Website Design & Development

# Career Scope

## Strategic Solutions

Strategize with clients to develop comprehensive advertising and marketing campaigns. Identify brand direction to meet client goals, define creative challenges, and generate strategic and innovative solutions that maximize marketing research and analysis to create business-building opportunities.

## Creative Direction

Apply in-depth knowledge and expertise of design concepts and principals with a demonstrated ability to effectively and efficiently meet project and client expectations with innovative direction to champion market strategies. Direct comprehensive print and internet positioning while maintaining brand recognition.

## Art Direction

Use my art directing abilities and talent to art direct innovative and creative ways to strategically build images for photoshoots and video productions. Whether I'm on location for a photoshoot or online searching for images, my direction generates high-end design and production as well as dynamic presentations.

## Graphic Design

Conceptualize unique layouts and design with keen sense of composition, color, and typography. Create digital and/or marker comps, perform hands-on digital design, and document set-up for all media and productions.

## Vendor / Subcontractor Selection & Oversight

Research and recruit all needed talent, achieving high-quality results with photographers, copywriters, programmers, technical illustrators, stock photography, paper houses, printers, and service bureaus.

## Production Management

Organize and manage all projects with sensitivity to client deadlines and project requirements. Create a positive energy and excitement for project development and completion. Direct creative meetings, schedule assignments, and ensure quality control in all production stages.

## Print Supervision & Oversight

Apply a keen knowledge of all printing processes, phases, and variances and how each impacts the end product. Perform prepress flight checks and press checks to ensure quality control of printed piece.

## Client Relations

Proven ability to build long-term relationships, educate clients, maximize campaign dollars, and receive repeat business and referrals.

## Technology

Website design and development for both conventional sitemaps as well as responsive sites for notebooks, tablets, and smart phones. Continually research Mac and PC hardware and software for cross-platform capability, providing state-of-the-art print and multimedia tools. Skilled in Adobe, Quark, and Microsoft software. Following current media trends with social media.

## Illustration

With a strong background in painting, drawing, and printmaking, have the ability to comp out concepts, storyboard multimedia projects, and use a diverse range of styles to create final art for reproduction. Using conventional media or software.



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*For the past 10+ years I have worked with Mark on many projects developing creative marketing strategies to grow the business...One example was an entire campaign that included building a website and developing a brand with collateral marketing to support that brand. That effort helped turn a \$50,000-a-year account into more than a million-dollar-a-year account.*

*Mark will be a tremendous asset to any team.*

Charlene Friend  
Strategic Account Manager  
Vision Source

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Mark Levine



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## Biography

It became apparent to me that the field of graphics was my passion and career choice when after applying my artistic abilities to various high school class projects for a Commercial Art class. Class projects included corporate ID, ad design, packaging, and signage. I aced the class with "excellence." I was awarded my first job creating a letterhead for the High school. Using this class as a springboard, I obtained my Degree in Commercial Art from Dutchess Community College.

While attending college, I freelanced as a Graphic Designer for local businesses and regional store chains. Projects included sell sheets, ads, brochures, and signage. Upon graduation, I was hired for my first art directing position with a local publisher, E.W. Smith Publishing, where I art directed and produced two weekly newspapers with responsibilities of layout and design of both editorial and display ads...providing me with great hands-on knowledge and skills.

I continued my formal education at New Paltz State University majoring in both Painting and Printmaking and then transferred to the School of Visual Arts (SVA) in New York City where I majored in Illustration and Graphic Design. While attending SVA, I freelanced as a Graphic Designer and Illustrator for ad agencies, publishers, and design studios and was subsequently hired by Herald Communications as Art Director where I directed a bull-pen of staff artists and typesetters in the design and production of numerous tabloid publications requiring managerial skills to keep staff and vendors on track for deadlines.

I then art directed a monthly national magazine, The Music Paper, for Sound Resources. In addition to applying art, administrative, and managerial skills, I managed the budget, hired staff and freelancers, selected vendors, and held weekly editorial and sales team department head production meetings. I presented and launched its in-house ad agency, Sound Design. Running both art departments with additional ad deadlines for industry-related publications like Rolling Stone and Guitar Player was a new challenge for me. We created ads for national and international brands like Fernandez Guitars and Maximum Guitar Strings as well as local store chains like Sam Ash. I helped grow the agency and its return on investment.

When I relocated to Long Island, I started working with various ad agencies. Starting as a freelance Art Director at Chandler Stillwell Advertising, I was offered the agency's Creative Director position where I worked as liaison to all clients, strategizing and conceptualizing their advertising and marketing campaigns and time managing all of its print and video productions. Subsequently, I became Senior Art Director at Linx Communications followed by Harrison, Leifer & Dimarco, and now run art-of-graphics.

I offer well-rounded creative direction, graphic design, and production knowledge for both print and web-based applications. In addition to strategic advertising and marketing skills, my background provides a solid foundation to target your audiences' needs to increase your ROI.



*Mark has been a big part of my family's 70+ years' business. He is always on point with new and creative advertising concepts and the art direction on our website. With the goal of exceeding our customer's expectations...I feel our corporate identity and marketing is strong enough to forge us into the next generation and beyond.*

Mike Catalano  
President  
Custom Upholsterers

*For many years I have worked closely with Mark on a variety of productions (and) have always found his graphic expertise to be creative, functional, knowledgeable, problem solving, and intuitive (and) his work ethic is excellent...*

Carlo Buscemi  
Photographer  
Carlo Buscemi Imagery



# Professional Experience

## Director of Creative Services

art-of-graphics | Coram, NY

2004-Present

Developed this freelance graphics design and consultation firm from the ground up providing advertising, marketing, public relations, and illustration services for a client base consisting of midsize companies and manufacturers, local store chains, and startups across a diverse range of industries.

- With a firm dedication to the client and their continued success, create business-to-business and consumer graphic solutions that yield positive results for clients in various markets focusing on strengthening brand identity with a revitalized energy.
- Support new and existing products and services with a lasting creative image carried through all media and collateral, providing attention to detail throughout all aspects of the creative process including layout, photography, typography, and production.
- Turned a \$50,000-a-year account into over \$1 million annually for ECP store chain, Vision Source, by collaborating with its Strategic Account Manager and creating a comprehensive campaign that included brand development, marketing collateral, and website design and development.

Loyal client base includes: American Solutions for Business,\* Bulbtronics, Inc., Casella Imports, Custom Upholsterers,\* Flexocleaners, Inc.\*, Opsales, OptiSource International (see next), LI Webguy,\* New Dimensions Physical Therapy, Oaklee International, Inc., Vision Source Store.com,\* Magnum Research Company, and Creative Image Builders.\*

\*See Testimonials

## Creative Director

OptiSource International\* | Bellport, NY

2005-Present

Provide creative direction that spans corporate identity, brand strategy development, and all advertising and marketing programs. Implemented both print and internet projects for this multimillion-dollar optical supply resource firm whose clients consist of all major ECP's (eyecare professional store chains) and national and international labs.

- Hold weekly meetings with sales team, purchasing agents, and the Marketing Director to discuss all projects, keeping communication between all team members, vendors, and customers on point.
- As an intrical part of the creative team, developed a successful and profitable ecommerce site selling lenses. Worked with developers to provide customers with fast product searches and ease of use.
- Optimized catalog development and production with strategic layout by identifying top sellers, customer favorites, and new products launches with great margins.
- Created all product labels and packaging ensuring continued brand recognition from chemical labels to shipping boxes.
- Perform creative direction and development of new product launches—from the ground up. From sketches to meeting with manufactures to bring ideas to product samples. Projects included specialty counter displays, packaging, and signage.
- Spearheaded with company president a lens cleaner business with innovative, cost effective ways to sell eyeglass cleaner bringing in large profits with low margins. Researched and added in-house print-on-demand services saving company money on out-sourced printing . Optimizing printing with gang runs and turn-around time.
- Expanded print-on-demand services to incorporate short-run printing in-house to support a global effort to increase sales with our distributors. With growing ROI, I educated sales team to offer services to support sales with customized catalogs, sellsheets, and other marketing collateral.
- Provided customized portal websites as well as marketing and advertising needs: Direct mail, email blasts, and banner ads. Worked with both our sales team as well as marketing department heads from our customers.



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*Mark has been our independent contractor for our creative services for more than ten years, growing in responsibility as we experienced double-digit sales growth each year. From the beginning, Mark was integral with developing our logo, brand, and catalog – the foundations of our success. Mark's vast experience and approach to each project provides us with the best result in a timely fashion and always within budget. Any business or agency that works with Mark will be fortunate to have him as part of their team.*

Daryl Squicciarini  
President  
OptiSource International

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## Senior Art Director

2000-2004

Harrison, Leifer & Dimarco | Rockville Center, NY

Art Directed corporate identity and design projects that spanned the horizon of business-to-business and consumer client needs including new brand development, capabilities brochures, annual reports, and website development for this multimillion-dollar branding marketing and advertising agency.

- Assisted Creative Directors in spearheading creative direction with new and existing businesses, leading staff and clients alike to go above and beyond. Kept projects focused on estimated dollars and time using the existing talent pool, delegating and overseeing projects accordingly.
- Chaired department head status meetings to overview and follow up on projects and help Account Representatives estimate jobs.
- Provided hands-on creative project design and production to help staff artists keep projects focused on art direction and on target to meet deadlines.
- Gained respect of all three partners, the senior creative director, and clients alike ensuring all projects were approached with efficiency, speed, and quality control. Collaborated with sales representative to work directly with clients.

Clients included: Changing World Technologies, Eon Labs, Ideal Science, and Riverhead Building Supply, among others.

## Senior Art Director

1997-2000

Linx Communications | Smithtown, NY

Art directed the branding of all new product lines, design concepts, and corporate ID projects that included packaging, product line sheets, websites, and tradeshow booths for this mid-size marketing firm / ad agency with a business-to-business and consumer client base.

- Optimized Art Department by developing a streamlined production schedule to more closely meet client needs, resulting in fewer missed deadlines. internal edits.
- Worked closely with partners in marketing direction and meeting client objectives. Became an integral part of the creative development.
- Co-developed company's Multimedia Division, "Linx Entertainment," that resulted in an increased client base and expanded agency breadth with a reach into multimedia bringing in new revenue.
- Slashed production time with more direct client contact. Virtually eliminated downtime. Reduced client edits and revisions. Built stronger relations between sales and production teams.
- Achieved an annual cost savings by bringing marker comps, illustration, and storyboarding in-house, resulting also in client revision flexibility.

Clients included: Hirsh International, Coinmach Fodera Foods, Nutrpharm, Tajima America Corporation, and Pulse Embroidery Software, among others.



*...One of Mark's key strengths is that he really listens to what is being asked and he grasped our needs immediately. His proactive approach is most helpful for 'nongraphic' people like myself and he is very patient in reworking the design until full satisfaction is achieved...It's outstanding to work with someone so open-minded and responsive.*

Elsie Flanagan Stein  
Regional Sales Manager  
Fernqvist Labeling Solutions

*...Mark has been the best creative resource I could ever ask for—from developing the official Jackie Gleason site to the countless B-to-B sites we've worked on together over the years. I can't imagine a better collaborator.*

Scott Daughtery  
President  
LI Webguy



## Professional Experience continued

### Creative Director

1993-1997

Chandler Stillwell Advertising | Islandia, NY

Starting as freelance Art Director, promoted to full-time Creative Director co-managing daily creative operations of this boutique agency with a successful full-service, growing advertising agency with a diverse client base.

- Developed new business with strategic marketing campaigns; creating innovative presentations, ad campaigns, and a high-impact self promo, art directing photoshoots; and producing digital layouts, catalogs, websites, video promotions, video-cable spots, and tradeshow.
- Grew client base by delivering fresh concepts, sourcing new talent to help develop those concepts, and creating an environment that offered excitement and challenge.
- Followed up with sales representatives to discuss client needs to access production and company costs. Turned out accurate job estimates to reduce company costs throughout project development and production.
- Updated Art Department with faster Macs and a more efficient network; trained and built talented creative teams on a per-project basis.
- Successfully delegated design and production through effective time management, communication, and by keeping abreast of all client needs.
- Handled all digital and client file management on all projects.
- Grew client base by 40% through innovative design and cost-effective advertising attracting new business.
- Increased productivity with the art department, typesetters and outside vendors by creating and implementing new production scheduling procedures.

Clients included: Motorola, Honeywell, Apex, Chembio Diagnostic Systems, Labaids, The Meadow Club, and The Bridal Shoppe, among others.

## Education

Dutchess Community College – Associates Degree in Commercial Art

New Paltz State University – Studied Painting and Printmaking

The School of Visual Arts – Studied Illustration and Design

## Core Competencies

- Advertising Campaigns / Planning & Strategizing
- Art Direction / Print, Internet, Multimedia & Photoshoots
- Brand Development & Management / Client Advertising Needs Assessment
- Client Presentations Development
- Client Relations / ROI Maximization
- Corporate Image Projection / Cost Control
- Creative Direction / Project Management & Team Lead
- Diverse Client Base
- Graphic Design
- Illustration / Conventional & Digital
- Marketing Campaigns & Promotions
- Multimedia Production / Social Media Development
- Prepress / Print Production Oversight & Coordination
- Production Quality Control
- Profitability Maximization
- Project Planning & Scope Development
- Project Scheduling / Team Leadership
- Publication Design & Production
- Software Knowledge & Expertise (Microsoft, Apple, Adobe, & Quark)
- Vendor Relations / Printers, Copywriters, Photographers, & Manufacturers



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*Mark's work in layout, design, and creative input is outstanding — helping our companies to develop our product brands and stand out against the competition. There have been so many occasions where we called upon him with an urgent project, and no matter how busy he was, he found a way to make our deadline. Every day when we ship (our) products, every one contains his signature.*

Dave Mausolf  
CEO  
Flexocleaners Inc.  
and Magnum Research Corp.

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