

MARK HAYES

678-480-4006 | mhayes68@bellsouth.net | Atlanta, GA | www.mhayescreative.com

ART DIRECTOR | SENIOR DIGITAL DESIGNER | GRAPHIC DESIGN STRATEGIST

Innovative, multi-talented, and results-driven art director and design professional with an entrepreneurial mindset and 25+ years of experience directing/overseeing the graphic design and creative strategy for global businesses and development projects. Demonstrated record of success in driving benchmark-setting growth and expansion for high-value revenue corporations. Extensive background in web/mobile, marketing multimedia, and print/digital design with high-level of skill within the Adobe Creative Suite. Facilitates successful project execution from conception to completion while managing high-performance design teams and collaborating with while ensuring compliance with client requirements. Collaborative team player with exceptional interpersonal skills and well-developed written and verbal communication abilities.

CORE COMPETENCIES

Graphic Design & Production • Art Direction • UX Design • Client Services • Solutions Development • Concept & Presentation Design
Creative Consultation • Revenue Generation • Print Design/Topography • Digital Print Layout • Process Optimization • Strategic Planning
Prototyping • Color Theory • Digital Photography • Rich Media Formats • Omnichannel Digital Marketing • Innovative Content Creation
Team Leadership • Quality Assurance/Control • Client Relationship Management • Resource Management • Vendor Relations

PROFESSIONAL EXPERIENCE

EMORY UNIVERSITY / ADVANCEMENT & ALUMNI ENGAGEMENT | Atlanta, GA

Alumni Association initiative to connect alumni while building traditions and fostering student/alumni leadership

Associate Director of Graphic Design and Creative Strategy

Nov 2021 – Dec 2022

- Provide strategic direction in creating design concepts and recommendations for multiple graphic design projects, marketing materials, and ad campaigns, including researching marketing trends and strategies.
- Direct, design, and develop engaging/creative content for websites, publications, fundraising proposals, marketing collateral, and strategic communications to university donors and alumni.
- Design and produce Advancement & Alumni communications materials, including strategic planning and execution of design strategies through data-driven decision-making to create marketing materials and campaigns geared toward target audiences.
- Collaborate with peer designers, writers, production coordinators, printers, photographers, and vendors to achieve project goals, including creating/updating graphics for Advancement & Alumni visual assets for mass mail, direct email, social media, videos, print/digital ads, website content, external/internal toolkits, crowdfunding campaigns, infographics, and other marketing assets as needed.

GEORGIA POWER / SOUTHERN COMPANY | Atlanta, GA

One of the nation's largest generators of electricity

Senior Digital Designer / Art Director

Oct 2005 – Sep 2021

- Conceptualize, design, and produce print/multimedia solutions for advertising/marketing initiatives for Southern Company and subsidiaries (i.e., Georgia Power, Mississippi Power, Alabama Power, Atlanta Gas, Nicor Gas, Southern Nuclear, and Mississippi Power).
- Manage 5+ simultaneous projects while advancing through design process stages, including conceptualization to final product delivery.
- Develop/implement creative, targeted, high-impact ads, brochures, presentations, proposals, and other print/digital materials to achieve marketing, sales, and advertising goals, in collaboration with all stakeholders including internal teams, external partners, and vendors.
- Manage responsibility for organizing, designing, and setting up for meetings/special exhibitions, designing/execute murals/environmental graphics for operational sites and plant locations.
- Utilize InDesign, PowerPoint, and other graphic design software packages, presentation mediums, and marketing tools to create innovative designs, including refining images, fonts, and layouts for a wide range of customer-facing campaigns and creative projects.
- Increase brand awareness, advance the company's business goals, and generate revenue through developing digital design and inventive concepts that exceed client expectations while collaborating with the team to create a cohesive visual language and style for brands, products, and marketing materials across digital platforms.
- Maintain leading project management skills and keep updated with industry trends to effectively manage process workflows, file/content management systems, and quality control to schedule/manage project implementation based on resource availability and workload.

PROFESSIONAL EXPERIENCE

MH CREATIVE | Atlanta, GA*Award-winning designer with international, national, and local design experience***Owner / Creative Director**

Oct 2010 – Present

- Lead/direct a multifaceted team of writers, editors, designers, and developers while leveraging expert graphic design and production process knowledge to produce a wide range of print and multimedia projects for global clients.
 - Clients Include Coca-Cola Company, NBA, NFL, NAAIA, Sony Pictures, Pennzoil, Philips Arena, Morgan Stanley, BET, HBO, FISLL, G-Unit films, Monami Entertainment, and Warner Brothers Entertainment.
- Facilitate clients' discovery of the world of User Experience while assisting them with strategic brand development initiatives.
- Utilize exceptional interpersonal communication and presentation skills to execute art direction of strategic communications for marketing and advertising campaigns to produce deliverables across multiple platforms including print, interactive, and social media.
- Translate ideas and concepts into actionable strategies while analyzing existing processes, systems and assets to identify gaps
- Improve inefficiencies through designing/developing products to maximize the end-user experience.
- Research, study, and implement the latest design technology, programs, and industry best practices to maintain competitive market advantage and cutting-edge innovative solutions for clients' continuously evolving business and personal communications projects.

SCIENTIFIC GAMES INTERNATIONAL | Atlanta, GA*A multi-million-dollar global firm providing innovative games, cutting-edge technologies, and commitment to integrity***Senior Concept Graphic Designer**

Apr 2003 – Sep 2005

- Directed design concepts as a senior member of the in-house design team to create/develop game designs for multi-state lottery gaming systems; trained/mentored junior-level designers.
- Designed/developed creative solutions for a variety of special projects, including the first electronic lottery ticket.
- Worked closely with individual state lottery account representatives to ensure customer satisfaction.

THE COCA-COLA COMPANY | Atlanta, GA*American multi-national beverage corporation***Senior Designer**

Nov 2000 – Mar 2003

- Developed marketing campaigns, specialized toolkits, POP, and print collateral for Coca-Cola partners, including Mcdonald's, Papa John's, Subway, Blockbuster, and Regal Cinemas, as well as multiple domestic and international airports.
- Created print and multimedia designs for an extensive portfolio of internal brands, including Sprite, Diet Coke, Cherry Coke, Vanilla Coke, Fanta, Dasani, Evian, and Fruitopia.
- Created and conducted presentations on the behalf of KO Creative.

EDUCATION

School of Visual Arts NYC: Bachelor of Fine Arts in Advertising/Graphic Design**Young & Rubicam Advertising:** Completed Art Direction & Advertising Design Courses**Art Institute of Atlanta:** Multimedia Courses / **Grey Advertising:** New York City Internship

TECHNICAL PROFICIENCIES

Software: Adobe Creative Suite, Photoshop, InDesign, Illustrator, After Effects, Premiere Pro, Adobe Bridge, Adobe XD, Acrobat, Microsoft Suite, AutoCad, QuickTime, Avanti, Creatopy, InMotion Now, Slack, Sketch

PROFESSIONAL AFFILIATIONS / ACCOLADES

- GDU In-house Design Award, Georgia Power Education & Workforce Development (The Power of Robotics) (2017)
- Change A Light, Energy Star/Georgia Power Brand Marketing Initiative (2007 – 2009)
- Amy Award for Direct Mailer (Philips Arena Experience) (2001)
- AIGA, American Institute of Graphic Arts (Member)
- PowHerFul Brand/VIOK Marketing and BBP, Children's Educational Program and Digital Content (Creative Director)
- Volunteer at Four Corners Group for Restoring Hope for Youth in Crisis