

# DENNIS MARK

## AWARD-WINNING CREATIVE AND COMMUNICATIONS PROFESSIONAL

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 dennismark.com

### PROFILE

I am an award-winning creative and communications professional with over 25 years of experience producing world-class communications, marketing, graphic design, and social media. I have a proven track record of success in many industries, including higher education, healthcare, engineering, technology, financial services, sports, entertainment, retail, and hospitality.

### EXPERIENCE



#### DIRECTOR OF COMMUNICATIONS

**Rutgers University Libraries | New Brunswick, NJ | June 2022-Present**

- Direct the communications and marketing activities for the library system of one of the nation's leading public research universities.
- Work closely with Rutgers University Libraries leadership and serve as chair on several committees to develop and implement the communications and marketing strategy.
- Manage the news and events webpages, social media, email marketing, digital displays, promotional products, and marketing collateral for the university's 16 integrated libraries and distinctive collections.
- Write, design, edit, and proofread communications and promotional materials.



#### DIRECTOR OF COMMUNICATIONS

**American School of Classical Studies at Athens | Princeton, NJ | 2019-2022**

- Directed communications activities and served as the brand steward for the largest and oldest U.S. overseas research center, founded in 1881.
- Worked closely with American School (ASCSA) trustees, overseers, and senior staff members to develop and implement a strategic communications plan to broaden awareness of the ASCSA and strengthen its identity.
- Played a vital role on the development team that helped raise more than \$11 million between 2019 and 2022.
- Wrote, designed, edited, and proofread communications materials.
- Lead a creative team that designed and developed advertising and collateral materials for internal and external audiences.
- Co-managed the website and social media accounts with more than 24,000 combined followers; executed email campaigns to over 5,000 subscribers.
- Collaborated on award-winning short films that highlighted the ASCSA's mission, people, and work.



### CONNECT



[linkedin.com/in/dennismark](https://linkedin.com/in/dennismark)



[behance.net/dennismark](https://behance.net/dennismark)



[@dennismarkmfa](https://facebook.com/dennismarkmfa)



[@dennismarkmfa](https://twitter.com/dennismarkmfa)



[@dennismarkmfa](https://instagram.com/dennismarkmfa)

### SOFTWARE



Adobe Acrobat



Adobe Creative Cloud



Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Mailchimp



Microsoft 365



WordPress

### EDUCATION



**New York Academy of Art**  
Master of Fine Arts, 1996



**Cornell University**  
Bachelor of Science, 1992

## EXPERIENCE | CONTINUED



### DIRECTOR OF CREATIVE SERVICES AND SOCIAL MEDIA

State Fair Group (SFG) | Belleville, NJ | December 2014–March 2019

- Provided creative direction and social media management for one of New Jersey's most successful and diverse family-owned businesses.
- Oversaw all design activities for over a dozen SFG properties, including two fairs, two championship professional baseball teams, two stadiums, and a retail store.
- Developed a multichannel marketing strategy that resulted in 30% sales growth between 2014 and 2019 and increased the visibility of SFG properties.
- Created and managed content for social media channels (75,000+ combined followers) and email marketing campaigns (46,000+ combined subscribers).
- Promoted numerous high-profile events that drew more than 2,000,000 customers between 2015 and 2018.



### ART DIRECTOR | FREELANCE

Freedom Mortgage | Mount Laurel, NJ | June 2014–August 2014

- Provided art direction for one of the leading mortgage lenders in the country.



### GRAPHIC DESIGNER | FREELANCE

Philadelphia Eagles | Philadelphia, PA | April 2014–May 2014

- Provided graphic design services for one of the NFL's most storied franchises.
- Projects included promotional graphics, publications, and style guides.



### CREATIVE DIRECTOR

Mark Creative Studio | Millstone Township, NJ | September 2013–December 2014

- Clients included notable agencies such as Brian J. Ganton & Associates, HealthEd, RevHealth, Solstice Health, SS&B, BGB New York, and Ferrara & Company.



### CREATIVE DIRECTOR

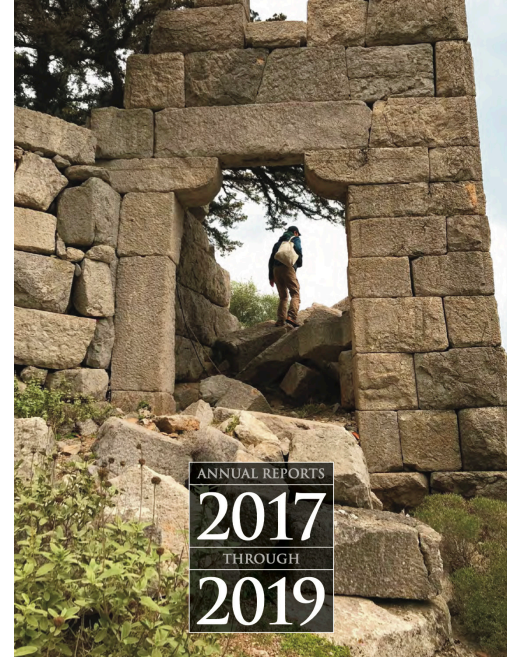
Newark Bears | Newark, NJ | February 2013–September 2013

- Provided creative direction for Newark's legendary professional baseball team
- Oversaw all creative activities for the team, including website management, advertising, branding, collateral, social media, email marketing, publicity, community engagement, and game presentation.

## AWARDS



- **2021 APEX Award for Publication Excellence:** ASCSA's 2017–2019 Biennial Report
- **2020 Orona Foundation Award:** ASCSA's *Twelve Decades of Discovery: American School Excavations at Corinth* short film
- **2000 APEX Award for Publication Excellence:** PSI's 1999 training course poster



AMERICAN SCHOOL OF CLASSICAL STUDIES AT ATHENS

## SKILLS

- Advertising and brand development
- Communications and marketing
- Content management
- Copywriting/Editing/Proofreading
- Creative direction
- Email marketing and direct mail
- Graphic design
- Media and public relations
- Photography and photo retouching
- Social media management
- Sports marketing
- Web design

## CERTIFICATIONS

- CPR and AED (American Heart Association)
- Diversity, Inclusion, and Belonging (LinkedIn Learning)

## REFERENCES

References are available upon request.