

# Mark Brong

VISUAL DESIGN //  
MARKETING



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## SUMMARY

Digital design professional with 10+ years of experience developing creative concepts, producing original designs, and delivering imaginative solutions to effectively drive brand growth and product sales. Proven leader with tangible experience driving digital marketing projects by bridging the gap between business analytics and the creative process. A strategic thinker and creative problem-solver with a unique blend of management and leadership skills combined with graphic design, layout, and typography expertise.

## WORK EXPERIENCE

### Comcast

Senior Visual Designer/ Marketing

02/2012 – 06/2019

Innovated creative design concepts in alignment with business strategy. Coordinated efforts across analytics and creative teams to ensure accuracy and effectiveness of digital marketing efforts and compliance with enterprise policies and legal requirements.

- Defined and developed digital promotional campaigns, landing pages, display ads and email marketing campaigns
- Analyzed the impact and performance of digital marketing to iterate on future marketing efforts
- Designed and executed quality assurance testing on digital marketing to ensure alignment with business strategy and applicable legal requirements
- Consistently managed multiple projects on parallel time lines with critical deadlines
- Implemented digital/social practices and maintained organization of templates, specs and procedures

### KRT Communications

Freelance Art Director/Visual/Web Designer

04/2010 – 02/2015

Collaborated with marketing teams and implemented digital marketing strategies across multiple channels. Developed design concepts and presentations for clients. Executed innovative concepts and ideas to match client branding. Managed new and existing assets from initial photography through final delivery.

- Completed designs by coordinating with photographers and copy writers
- Worked with clients to understand business requirements and translate into innovative solutions
- Created layouts and typography design in alignment with brand standards
- Developed graphics and layouts for product illustrations, company logos, and websites

### DePersico Creative Group

Art Director/ Production Manager

07/1998 – 04/2010

Worked directly with clients on initial concepts through to completion. Creative thinking and use of innovative ideas for brand launches, extensions, and product redesigns. Managed the creation of finished art and implemented problem solving strategies for delivery of final product.

- Project Manager responsible for Brand redesign, overseeing all aspects including art direction, photography, layout and design of finished art
- Managed and executed concepts on multiple projects for global brands
- Utilized analytics to evaluate usage and comparison to products in adjacent categories
- Researched consumer-generated data in a focus group setting to better understand the product attributes
- Collaborated with client and outside vendors on press checks for desired output
- Arranged and supervised photo shoots for digital assets
- Familiarity with complex documents: spec sheets, manuals and working within legal requirements to meet standards set by FDA regulations for Consumer Packaged Goods
- Managed multiple projects with critical deadlines

## EDUCATION

### Hussian School of Art

Associates Degree in Graphic Design

09/1988 to 05/1992 - Philadelphia, PA

Focusing on creative and hands-on coursework, provided the opportunity to grow in a unique educational setting. My education included a fundamental foundation in the fine arts, a successful visual arts professional must be able to realize a creative concept from the drawing table to the final, often digitally created, end product.