



1840 N KENMORE AVE • LOS ANGELES, CA • (310) 384-6464



www.markorowe.com

MISSION

Motivated, driven, creative type, in search of an exciting opportunity with a leading agency on the move. Specialties include: Design, Direction, Writing, Strategy, Concept and Campaign Execution

EXPERIENCE

BLT Communications | Hollywood, CA | WWW.bltcommunications.com

Designer | Production

-March '13 - present-

- Designer/Production for 'The Book of Mormon' on Broadway, West End and National Tours
- Designed and modified ads for the films 'American Hustle', 'Now You See Me', 'Ender's Game', 'Machete Kills', as well as 'Betrayal', 'The Testament of Mary' and 'A Raisin in the Sun' on Broadway

Terry Hines & Associates | Burbank, CA | www.terryhines.com

Designer | Production

-August '12 - February '13-

- Designer/Production for Focus Features Oscar campaigns
- Designed and modified trade publication ads for 'Moonrise Kingdom', 'Promised Land', 'Anna Karenina', 'Hyde Park on Hudson' and 'ParaNorman'

Allied Integrated Marketing | Hollywood, CA | www.allied-creative.com

Designer | Production

-August '11 - June '12-

- Entertainment design/production for film, television and live theatrical.
- Clients such as The Weinstein Company: 'The Artist', 'My Week With Marilyn', 'The Iron Lady', 'Undeclared' and 'Bully', HBO, FOX Sports, Cirque Du Soleil's 'IRIS', Anchor Bay and Open Road
- Also specialized in breakdowns for newspaper ads for NY Times, LA Times, The Village Voice, LA Weekly and various national publications

Guitar Center Corporate | Westlake Village, CA | www.guitarcenter.com

Art Director | Copywriter | Marketing Planner

-July '09 - August '11-

- CRM Designer and Creative Producer of all National Loyalty Program Collateral
- Designed company's first loyalty brand identity via print and web
- Concept/design of successful email creatives for customer retention
- Implemented effective marketing campaigns and in-store programs that exceeded sales goals and customer turnout projections

World Avenue/The Useful | Sunrise, FL | www.worldavenue.com

Creative Director | Promotional Copy Manager | Writer

-October '06 - May '08-

- Directed 5 divisions with 16 direct reports including Graphic Artists, Writers, Traffic, and UIE's
- Responsible for final approval for copy, concept and design creatives
- Greatly increased click-through rate on Landing Page and Banner Creatives
- Significantly improved morale and employee retention
- Member of senior staff in weekly meetings, reporting directly to the company President

Boca Raton News - Boca Raton, FL | www.bocanews.com

Creative Director | Writer | Editor

-November '04 - August '06-

- Director of 5 Designers in Creative Services print department for daily newspaper
- Responsible for look of publication and content/creation of special sections
- Writer/Editor of special features and reviews
- Managed licensing negotiation/contracts for content providers
- Maintained quality through pre-press and press check approvals
- Part of senior staff team, reporting directly to the Publisher

EDUCATION

University of Tennessee - Knoxville

BFA - Graphic Design, BA in Theatre

Walt Disney College Program - Orlando, FL

Disney/MGM Studios - Focus: Studio Production

SKILLS

Adobe CS (Photoshop, Illustrator, InDesign, Acrobat) Keynote, Pages, Flash, Quark, iMovie, Dreamweaver, MS Office (Word, PowerPoint, Excel, Visio) HTML, Social Media, Mac & PC Platforms, Staff Management, Great Presentation & Public Speaking Skills. Annual Member/Student of Lynda.com online training