



MARK CSERTI

MARK@CSERTI.COM
www.cserti.com

GRAPHIC DESIGN
IDENTITY DESIGN/LOGO
CORPORATE BRANDING
CUSTOM TYPOGRAPHY
MARKETING CAMPAIGNS
PRINT & ONLINE MEDIA
CUSTOM PUBLICATIONS
EXHIBITION DESIGN
3-D RENDERING
PACKAGE DESIGN
PHOTOGRAPHY
VIDEOGRAPHY
WEB DESIGN

SOFTWARE PROFICIENCY

- > InDesign CC/Quark
- > Illustrator CC
- > Photoshop CC
- > Premiere Pro
- > After Effects
- > Acrobat Pro
- > Keynote
- > Word, Excel, PowerPoint
- > Dreamweaver
- > Wordpress CMS
- > Google AdWords
- > Google Analytics
- > Perfect Audience
- > Facebook AdManager
- > MailChimp
- > AdRoll

EDUCATION

Sheridan College
BACHELORS DIPLOMA IN GRAPHIC DESIGN

Ryerson
THE BUSINESS OF MAGAZINE PUBLISHING

Ryerson **MAGAZINE AD SALES**

Ryerson
MAGAZINE MARKETING & CIRCULATION

Living Arts Centre
CREATIVE WRITING WITH BRIAN HENRY

CURRENT FREELANCE CONTRACTS/CLIENTS

CREATIVE DIRECTOR/ ART DIRECTOR

- ◆ ProLine Nutrition
- ◆ Alora Naturals
- ◆ Full Tang Clan + DangerFest
- ◆ Gifted Nutrition
- ◆ Nutrabolics
- ◆ Gateway Newstands
- ◆ INS Market [North America]
- ◆ The FACE Magazine
- ◆ Haiti School Building Project > TDSB
- ◆ > 3RD World Awareness
- ◆ > Help Heal Humanity
- ◆ BALANCE INC. Digital Dreams
- ◆ DPN Capital INC.
- ◆ University Health Network
- ◆ CIFAR
- ◆ Harris Media Group
- ◆ Kontakt Marketing Group
- ◆ Royal LePage
- ◆ Burlington BeerFest
- ◆ Burlington Bandits
- ◆ Smith's Funeral Home
- ◆ DoveTail Media Group
- ◆ Grand Luxury Travel Mag

MAY. 2016 - SEP. 2019

MARKETING & DESIGN DIRECTOR INTERNAL ART DEPARTMENT

STRYKE TARGET RANGE ENTERTAINMENT FACILITY

Brampton & Toronto Ontario, Canada

- ◆ Increase brand awareness, strategic marketing campaigns and optimize budget and performance based on insights against goals (ROI & KPIs).
- ◆ Improve + maintain website content, integrated with social media and secure reservations with clients and sponsors.
- ◆ Develop creative for traditional and innovative marketing channels; Print, digital/video/radio.
- ◆ Evaluating customer research, market conditions and, competitor data.
- ◆ Build clientèle relationships for events both internal + off-site mobile experience, promotions, responsible for coordinating and task delegation with team members.

SEP. 2003 - FEB. 2008

LEAD VISUAL GRAPHIC DESIGNER INTERNAL MARKETING AGENCY

IOVATE HEALTH SCIENCES NUTRACEUTICALS & SPORT SUPPLEMENTS Oakville Ontario, Canada

- ◆ Improving brand identity and implementing successful marketing campaigns for several lines of supplements.
- ◆ Generating and maintaining campaigns of ads/advertorials in highly circulated fitness publications, POPs, posters, trade show exhibitions, garments and interactive media.
- ◆ Art directing photo shoots with the world's top bodybuilders and leading industry fitness personalities.
- ◆ Overseeing/directing and editing commercials for broadcast television.
- ◆ Mentoring designers to tailor advertorials that echo editorial elements in select publications.

FEB. 2007 - FEB. 2014

CREATIVE DIRECTOR INTERNAL ART DEPARTMENT

SIAM NOI MUAY THAI ACADEMY ATHLETIC TRAINING FACILITY

Toronto Ontario, Canada

- ◆ Rebrand identity in print and manage online presence for both social media and website.
- ◆ Redesign athletic apparel and custom limited edition garments.
- ◆ Raising company profile with art directing professional photo shoots and videography [produce, edit + distribution of media].
- ◆ Promote Professional and Amateur fighters in high profile sanctioned events.
- ◆ Coordinating and promoting both in-house and off-site events, seminars and gradings.
- ◆ Retain membership enrollment by optimizing the database for efficiency.

JUN. 1999 - SEP. 2003

SENIOR GRAPHIC DESIGNER PUBLISHING

FORMULA MEDIA GROUP CARGUIDE MAG & LE MAG CARGUIDE Oakville Ontario, Canada

- ◆ Redesign editorial content and streamlining the production efficiency for both bimonthly bilingual publications and **TORONTO'S ANNUAL AUTOSHOW PROGRAM GUIDE**.
- ◆ Improving the **CARGUIDE** brand visibility through sponsored events and award shows.
- ◆ Art directing and photographing several editorial pieces and covers.
- ◆ Enhancing the editorial design for both **CAA** publications; **JOURNEY** and **LEISUREWAYS**.
- ◆ Optimizing select publication material for the weekly **GLOBE STEERING COLUMN** (Newspaper).

AVAILABLE: FULL TIME PERMANENT