



Mark C. Palazzo  
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www.YourCreativeMark.com

## SUMMARY

Creative Director, Marketing Director and Designer with 17 years experience that is versatile and adept at using design to achieve marketing and brand identity strategies. An expert in many creative and marketing disciplines:

- Collateral literature/Brochures
- Ad design
- Direct mail
- Web design
- ROI tracking
- Multimedia slide presentations
- Exhibit design and coordination
- Database Management

Experienced in managing designers, copywriters, photographers, illustrators and print vendors in a deadline driven environment. Solid knowledge of production and printing techniques. Highly skilled in the latest computer applications such as Adobe Creative Suite.

## PROFESSIONAL EXPERIENCE

### YOUR CREATIVE MARK (YCM) - LAKE STEVENS, WA

2004 - present

YCM is a full-service graphic design and marketing solutions business. YCM looks for design solutions that are memorable, timeless, and communicate efficiently. Specializing in logos and corporate identity systems, as well as advertising, packaging, web design and printed collateral.

#### Creative Director/Designer

- Collaborate with marketing departments to create high impact, permission based Email campaigns that create brand awareness
- Design and create branding standards, collateral and identities which create top-of-mind awareness for many industries such as healthcare, technology and banking
- Evaluate designs against project objectives, suggest refinements and select recommendations
- Manage outside vendors such as photographers and production artists to maintain budget requirements
- Producer of a yearly non-profit benefit concert that nets several thousand dollars for breast cancer research and treatment

### HEALTHFORCE PARTNERS, INC. - Bothell, WA

2007 - 2009

HealthForce offers superior care to injured and ill employees, as well as designing and delivering workplace health services.

#### Marketing Director

- Designs and manages company image, offering a distinct brand identity
- Produces and schedules monthly email campaigns creating a high degree of market awareness
- Designed an employee web-based health incentive program that increased client and employee participation
- Supports the Sales Department with proposals and marketing materials, increasing closure rates
- Manages tradeshow participation, creating market visibility and educated HealthForce customers

### WHITECAP NORTH AMERICA, LLC - Seattle, WA

2005 - 2007

Whitecap grew customer sales, improved brand awareness and increased productivity through marketing, design and promotion solutions.

#### Creative Director

- Lead designer, producing high quality graphic design and market leadership for customers
- Managed a design staff that produced creative marketing materials for their clients
- Directed and coordinated photo shoots under the guidelines of company brand identity
- Oversaw quality of printing and delivery schedule; delivering materials on time
- Created and managed a new company website that increased customer leads and awareness

### GENERATION II USA, INC. (AN OSSUR COMPANY) - Bothell, WA

1995 - 2004

Brand leader of a 35 million dollar osteoarthritis knee brace market

#### Art Director/Graphic Designer

- Key influential member of an (8)eight person marketing team, successful at multiple product launches
- Established and tracked advertising campaigns, supporting marketing objectives
- Managed tradeshow participation, creating market visibility and educating our customers
- Organized, and implemented a print order process, reducing overall marketing expenses





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## EDUCATION, DESIGN CONFERENCES AND AWARDS

### SCHOOL OF VISUAL CONCEPTS

Management: "Managing Creative People" Course

### SEATTLE CENTRAL COMMUNITY COLLEGE

Associate of Arts Degree: Visual Communications/Advertising Art Design Program

### ANNUAL HOW DESIGN CONFERENCE SERIES ~ 1999 THRU 2007

### LIST OF AWARDS:

#### "Toys At Work" Calendar

2007 Print Media Award of Excellence Winner  
Presented by Communicator Awards

#### Concord Commons at Issaquah Highlands Emerson

2005 Silver Award Winner  
Best Attached Home Plan Over 10 du/Acre  
Presented by The National Sales and Marketing Council

#### Concord Commons at Issaquah Highlands

2005 Regional Award Winner  
Best Attached Product Design 10 du/Acre and Over-Region 1  
Presented by The National Sales and Marketing Council

#### Concord Commons at Issaquah Highlands

2005 Regional Award Winner  
Best Interior Merchandising \$250,000-\$400,000-Region 1  
Presented by The National Sales and Marketing Council

#### Unloader Spirit™ Journal Advertisement

2002 National Ad Campaign Award Winner  
In Recognition of the advertisement that achieved outstanding readership response as measured against all other ads appearing in O & P Almanac  
Presented by Ad\*Q Studies (a division of Harvey Research, Inc.)

#### Unloader® Journal Advertisement

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Review samples of Mark Palazzo's portfolio at [www.yourcreativemark.com](http://www.yourcreativemark.com)

