



Mark C. Palazzo
12520 123rd Ave NE | Lake Stevens, WA 98258-8323
c 425.931.3440 | h 360.659.6193
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 4 (CS4).

PROFESSIONAL EXPERIENCE

HEALTHFORCE PARTNERS, INC. - Bothell, WA

2007 - 2009

HealthForce is a single-source provider of workplace health solutions. An innovator in employee health management, 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

SOURCE REAL ESTATE - Kirkland, WA

2004 - 2005

Full service real estate firm that offers significant savings to their clientele through reduced commissions.

Marketing Director

- Produced and scheduled TV advertising campaign creating a high degree of market awareness
- Created and managed a new company web-site that increased customer leads by 50%
- Supported six Real Estate Agents with marketing materials increasing leads by 20 per week
- Managed Trade/Home Show participation, creating market visibility and educating the public

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 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
- Directed and coordinated photo shoots under the guidelines of company brand identity
- Organized, and implemented a print order process, reducing overall marketing expenses
- Provided specifications on all projects: paper, ink, quantity (international production experience)





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AWARDS, EDUCATION AND DESIGN CONFERENCES

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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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

Review samples of Mark Palazzo's portfolio at www.yourcreativemark.com,
along with writing samples of my “Will Work For Food” newsletter at:
www.yourcreativemark.com/newsletters.html

