

# MARK MESZAROS

Creative Director / Strategic Designer  
mark.meszaros@soulfulbranding.net  
soulfulbranding.net  
269.420.8186

PASSIONATE  
DRIVEN  
INNOVATIVE

## ABOUT ME

I'm driven to bring vision and creativity to the possibilities ahead and inspire those who dare to reach for them. Purposeful, emotive, and innovative concept and design requires leadership with a roll-up your sleeves approach from insight to execution... so let's have some fun and do amazing work together!

## EXPERIENCE

**Johnson & Rauhoff**  
Creative Director  
6/1/21 - Current

Face of the studio. Runs day to day operations while overseeing key accounts and studio staff, including art directors, copy writers, photographers, stylist, and digital imaging.  
Advances video capabilities: concept and script writing, story boarding, directing and production.  
Develops and oversees digital content creation for client brand sites, ecommerce, and social media.  
Creates efficient processes to help drive overall efficiency and work flow, creative and production consistency.

**Whirlpool Corporation**  
Creative Director  
10/1/19 - 2/1/21

Built an integrated and dedicated in-house Shopper and Co-marketing Creative Studio team.  
Oversaw the strategic and creative development in-store and online national and account specific promotional programs for Whirlpool Corporation Major Brands.  
Brands included JennAir, Maytag, KitchenAid, Whirlpool, Amana, Affresh, Everydrop and Gladiator.

**Anthem Worldwide**  
Senior Creative Director  
3/03 - 10/18

Critical part of the leadership team - Oversaw office, including organizational structure, pricing and revenue, project development, staff training, new business, capabilities, and creative client contact.  
Built and led development of a creative department of 25+ people, including 4 design teams, production artists, copy writers and traffic management.  
Developed and guided concept and execution for "big idea" strategic brand initiatives, brand and design architecture, media campaigns, shopper marketing strategies and tactics, promotional and sales marketing programs for all channels, including in-store P.O.P., packaging, trade communications, print, digital and social media.  
Clients included Kellogg's (All Divisions), Jim Beam (Dekuyper, Pinnacle), Energizer, Mars (Dove Chocolates, Uncle Ben's), and Amway (XS Sports Nutrition, Nutri-lite).  
Contributed to revenue growth of 500% in 15 years, by advancing capabilities through influencing and activating operational, staffing, training and business development initiatives.

**141 Worldwide/Chicago**  
Creative Director  
5/99 - 2/03

Partnered with Account and Copy Director to lead all aspects of campaign and program development: shopper marketing strategies, multi-branded promotional events, package design, sales communications, and served as main creative client lead and contact.  
Fostered creative teams of up to 10 people to consistently deliver unique and strategically sound creative solutions.  
Key driver in securing several national accounts, including Kraft, Polaroid, and Sun-Maid, including growing the Kraft business into the largest account in agency's history.

**The Grand Group**  
Creative Director  
7/97 - 5/99

Hired as first creative director of a fast growing start up agency. Staffed and led creative department - 8 design, copy writers, and production artist.  
Developed departmental processes including traffic and print buying.  
Oversaw and developed national promotional and trade programs for Gatorade, Guinness Brands, and Jim Beam Brands.  
Grew business and revenue 37% over 2 years.

## ACCOMPLISHMENTS

Current Board Member at Kellogg Community College Design Program for advising curriculum, students, & placement.  
School Board Member at St. Margaret's grade school for 6 years handling marketing, campaign and website development.  
Guest Speaker at Western Michigan and Kellogg Community College for the Graphics Program and Instructor at Columbia College Design Program in Chicago for 2 years.

## SKILL SETS

Software Proficiencies: Adobe Photoshop, Illustrator, and InDesign, Microsoft Powerpoint and Word, Keynote

## EDUCATION

Columbus College of Art and Design | Bachelor of Fine Arts