

Mark D. Phillips | Integrated Media Producer | Freelance Designer

Orange County/Los Angeles, CA, USA | 714-394-4677 | markoni@att.net

Websites: markonivision.com / mdphillipsdesigns.com



MDPhillips Designs is a Southern California-based multidisciplinary design studio providing creative strategy and custom design solutions for digital and print projects. **MDPhillips Designs** works collaboratively with clients to develop creative strategy, and craft custom design solutions across multiple media and disciplines. Services include branding and visual identity development, creative strategy, social media strategy, web design, graphic design, photography, photo illustration, and production management.

WORK EXPERIENCE

Mark Dietrich Phillips Designs | MarkoniVision

Creative Director | Designer | Founder

Conceptualize, design, and produce high-end work for both small and large businesses, entrepreneurs, and non-profit organizations. Projects include web design, print design such as brochures, posters, signage, and event invitations, book cover design, prop design, logo design/branding/identity. Other work includes but not limited to video editing, apparel, social media and search engine optimization.

June 1995 - Present Orange County/Los Angeles, California, United States

YP.com

Integrated Media Producer

I am currently employed as an Integrated Media Producer at YP. I manage the delivery of creative content to enable campaign fulfillment for digital, search, social, print, and direct marketing campaigns, working with the numerous creative teams and strategic partners to maximize engagement and creativity. As a producer I "own" the quality of creative work produced as well as the timeliness of delivery, working with advertisers, sales teams, designers, and vendors. My role is vital in aligning and matching advertiser expectations with publishing timelines and digital interaction.

April 2016 - Present Glendale, California, United States

GMI Integrated Facility Solutions

Email Marketing Campaign Manager

Creating email marketing campaigns to promote products and services ensuring the marketing messages are conveyed clearly and delivered properly to prospects. Build messages and send in the proper form and template while ensuring all messages are mobile friendly. Including graphics, incentives and detailed descriptions. Track and analyze direct and interactive marketing campaigns.

October 2016 - June 2017 | Freelance | Orange County, California, United States

YP.com

Web Developer

Lead web designer to all YP.com west coast regions including California, Oregon, Washington and Nevada. Responsible for website design and customizations, HTML5 and CSS3 manipulation, extensive website support, customer training for online web editing tool, and handling all website escalation issues. Additional duties include designing sales collateral and animated flash ad banners.

October 2014 - April 2016 Glendale, California, United States

AT&T Advertising Solutions

Senior Graphic Designer

Designed, created, and prepared artwork used in pre-press (spot/process color separation), multimedia, and online sites using Photoshop, Illustrator, and server-based workflows across 22 states for large and small projects, ensuring compliance with company standards and regulations. Oversaw, managed, and coordinated responsibilities for the development of graphic design projects from conceptualization to finish, employing innovativeness and creativity while at the same time meeting a 3-5 day turn around.

October 2009 - April 2013 Anaheim Hills, California, United States

AT&T Advertising Solutions

Branch Ad Designer

Graphic designer for AT&T Advertising Solutions. Worked closely with walk-in customers and current advertisers. Created advertising layouts, interactive web banners, and campaign videos for corporate events. Statewide travel to assist other teams to help meet print and ship deadlines.

January 1998 - October 2009 San Marcos, California, United States

Pacific Bell Directory Aba Digital Graphics Advantage

Graphic Artist

Successfully completed graphic design projects from concept through completion. Worked closely with walk-in customers to create modern designs, and meet campaign deadlines. Effectively built advertising layouts for sales and performed all production functions necessary to create and complete these layouts. Responsible for monitoring productivity, quality, turnaround, and meeting customer requirements by interfacing with customers and sales.

January 1996 - January 1998 Orange, California, United States

Norfleet Media

Video Editor | Internship

Responsible for all post-production video editing, media asset archiving and management. Created commercials for airline companies to be used at the end of the flight. Clipped, trimmed and edited video on a timeline to successfully achieve 30-second commercials showing vacation get-a-ways and easy navigation through the airports upon arrival.

January 1995 - December 1995 Newport Beach, California, United States