MARK ANTHONY RUDDER

SENIOR DESIGNER/DIGITAL MARKETER

www.markanthonyrudder.com

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Passionate, creative, performance-driven and results oriented senior creative designer and marketing professional with over 15 years experience in branding, design, digital marketing, advertising, packaging, website development, printing, sales and marketing.

EDUCATION

SHERIDAN COLLEGE

Earned New Media Design Diploma

GEORGE BROWN COLLEGE

Earned Graphic Design Diploma
Award Winner: First place at George Brown College and 5th across Canada for the Nestlé Mega Truffle Design Competition.

SKILLS & SOFTWARE

Design & Advertising: Adobe Creative Cloud Suite (XD, Photoshop, Illustrator, InDesign, Animate, Flash, Dreamweaver, Acrobat, Premiere Pro, Dimension and After Effects), Adobe Firefly, Recraft, Figma & Sketch.

Digital Marketing: Facebook Ads, Instagram Ads, Google Ads, Google Analytics, Google Search Console, Keysearch, Frase.io, Privy, Campaign Monitor, MailChimp, Heropost, Buffer & Adobe Spark.

Website Development: Shopify, WordPress, Magento, HTML/CSS, UX/UI and Bootstrap.

Office Suites: Mac OS, Apple iWork (Numbers, Pages and Keynote), Windows 10, Microsoft Copilot, Office (Outlook, Teams, Word, Excel and PowerPoint), Google Gemini, Workspace, Drive & Google Docs (Forms, Docs, Sheets and Slides), Zoho.

PROFICIENCIES

- Solid creative direction in various mediums including print, websites, new media, photography and video.
- Great knowledge of Adobe Creative Cloud (Photoshop, Illustrator, XD, Premier Pro, After Effects, Dreamweaver, InDesign, Dimension and Animate).
- Highly motivated, competitive and consistently creative and offering new ways to look at old ideas.
- Problem solver, idea generator, and optimistic thinker. Strong leadership, mentoring and coaching skills.
- Experienced with Google products including Google Workspace, Google Docs, Slides, Sheets, Forms, Calendars, Drive, Search Console and Anaytics.
- Expanding knowledge of online advertising platforms such as social media marketing on Facebook and Instagram and search engine marketing on Google My Business, Google Shopping and Google Ads.
- Strategic and innovative thinker from a big picture perspective but also very detail oriented.
- Utilizing UX/UI to create high-impact, user-centred websites/apps to maximize user engagement with tools like Adobe XD and Sketch, HTML, CSS and Bootstrap.
- Digital Marketing Specialist: E-commerce, Seach Engine Optimization (SEO), Social Media, Paid Traffic, E-mail Marketing, Copywriting, Content Marketing, Optimization & Testing and Customer Value Optimization.
- Highly organized and experienced in Microsoft Office (Word, Excel and PowerPoint) and Apple iWork (Pages, Numbers and Keynote).
- Experienced in e-commerce with online storefronts/marketplaces such as WordPress, Shopify, Magento, Shop.com, Walmart, Amazon, eBay, Etsy and Newegg.
- Quick learner, a life long "student" and always striving to reach for the next level.

CONTINUING EDUCATION

DIGITALMARKETER.COM

Subjects include:
E-commerce construction and marketing, paid digital advertising, e-mail marketing, content creation and marketing, funnel creation, targeting, retargeting, search engine optimization, sales copywriting & social media management.

Highlights:
- Certified E-commerce Marketing Specialist
- Certified Email Marketing Specialist
- Certified Content Marketing Specialist
- Certified Optimization & Testing Specialist
- Certified Customer Value Optimization Specialist
- Certified Customer Acquistion Specialist
- Certified Social Media & Community Manager
- Certified Search Marketing Specialist
- Certified Direct-Response Copywriting Specialist

UDEMY & SKILLSHARE

Subjects include:
Google Analytics, UI/UX design, graphic design, digital marketing, landing pages, business development, online advertising, search engine optimization, coding, sales, marketing, software training, e-mail marketing, copywriting, social media, sales, website programming and app

Highlights:
- Ultimate Google Ads Training 2021: Profit with Pay Per Click
- Web UI UX Design using Adobe XD - User Experience Design
- Facebook Ads and Facebook Marketing Mastery Guide 2017
- Local SEO: A Definitive Guide To Local Business Marketing
- The Ultimate SEO Training 2022 + SEO For Wordpress Websites
- Landing Page Design & Conversion Rate Optimization
- How Retargeting Works – The Complete Guide To Retargeting
- Facebook Marketing - Build Facebook Messenger Chatbots Ads

WORK

FREELANCE DESIGNER/MARKETER — 2020 - NOW
MARK ANTHONY MEDIA

Providing creative branding, graphic design, digital marketing, packaging, printing, website development, video editing and production.

- **Graphic Design** - Created, managed and executed a wide variety of projects and initiatives including logos, corporate identity, packaging, product photography, illustration, sales kits, flyers, brochures, print and online advertisements, commercials, multimedia and videos.

- **Digital Marketing** - Marketed clients products and services using digital marketing strategy, customer value optimization (CVO), e-commerce, content marketing, search engine optimization (SEO), local SEO, video marketing, paid traffic (Facebook & Instagram ads) e-mail marketing, social media marketing, optimization, testing and website development.

- **Branding** - Employed brand management techniques to increase the products' perceived value and brand equity. This was executed with careful and calculated use of advertising, packaging, PR, and promotion.

- **Customer Service & Administration** - Dealing with clients needs directly and enhancing the level of customer satisfaction. Handled administrative tasks including accounting, invoicing and quoting. Managed many contractors including printers, programmers, system administrators, illustrators, photographers and video editors.

SENIOR DESIGNER — 2010 - 2020
NATIONAL EVENT MANAGEMENT

North America's leading consumer event management firm, producing over 35 successful annual events.

- **Graphic Design** - Created original logos, corporate identity, signs, website graphics, show guides, sales collateral, flyers, posters and other marketing materials.

- **Advertising** - Designed newspaper and magazine ads in nationally known newspapers and magazines, extensive e-mail marketing campaigns targeting diverse audiences, produced online static and animated ads and outdoor billboards.

- **Creative Direction** - Developed original brands for new trade shows and rebranded older shows. Setting the overall look and feel of these assets including, logos, colours, photography, graphics, online and print ads and signage. This included huge North American popular trade show brands like The Outdoor Adventure Show, The Vancouver Bike Show, The National Women's Show, The Franchise Expo, The Capital Beauty Expo, The Green Expo and America's Top Model Show.
Instrumental in giving creation direction, guidance, encouragement and leadership to intermediate and junior designers and interns. Guiding them in coming up with creative solutions to the various challenges

- **Organized & Efficient** - Staying organized while working on multiple projects within extremely tight deadlines. Dealing directly with show managers and sales reps in a fast paced environment.

GRAPHIC DESIGNER — 2006 - 2010
ELANCE INC. (NOW CALLED UPWORK)

A global freelancing platform where businesses and independent professionals connect and collaborate remotely.

- **Design** - Worked on a wide variety of projects for clients internationally, including logos, corporate identity, brochures, flyers, and websites.