

Mark Edwin Wetzel

Multi-Disciplinary Creative Director | Art, Copy, Strategy

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WORK EXPERIENCE

Dentsu Creative.....*CREATIVE DIRECTOR*.....*AUGUST 2021 - PRESENT*

Clients : Reese's, Hershey's

Duties : Evolve the Creative Direction for these iconic brands through TV, print, social, radio, and PR. Mentor interns and provide direction/feedback for AD's, Copywriters, and Strategists.

5thColumn.....*CREATIVE DIRECTOR*.....*JANUARY 2020 - JULY 2021*

Duties : Built out the Creative, Strategy, Marketing and UX capabilities across Product and Marketing in a cybersecurity tech startup. Worked closely with stakeholders to define and communicate the brand effectively growing the business 200% and raising \$14M. Provided strategy and analytics services to one of Chicago's largest real-estate developers.

Self-Employed.....*FREELANCE CREATIVE DIRECTOR*.....*FEBRUARY 2016 - JANUARY 2020*

Agencies : Highdive, Accenture, Sarofski, Odd Machine, Simple Machines, Moonshot Pactera, McGarryBowen, GTB, Sapient, Marmalade, Secret Fort, Merge, JB, EVB, Pinterest, Ministry of Foreign Affairs of Denmark, No Dancing

Clients : JEEP, Rocket Mortgage, FCA, Boost Mobile, Food Boss, Barilla, Hyundai, Merck, Regeneron, Avanade, Ford, Zing Zang, Abbott, FITT, Professional Squash Association, Commerce Trust, Aldi, Bob Evans, Berkshire Hathaway

Duties : Creative Direction, Content Creation, Campaign Work, UX/Product Design, Copywriting, Art Direction, Voiceover, Animation, Video Direction, Video Editing, Illustration, Storyboarding, Content Strategy, Creative Strategy.

McGarryBowen.....*SENIOR ART DIRECTOR*.....*JULY 2013 - FEBRUARY 2016*

Clients : Lunchables, Kraft Singles, Disney, Western Union, Blue Cross Blue Shield, Oscar Mayer, Capri Sun

Duties : Aided in building out the digital capabilities in a previously all traditional agency. Developed look & feel for award-winning Kabobbles campaign (Cannes Shortlist, One Show) including apps, site design, TV, Print, and more.

Razorfish.....*ART DIRECTOR*.....*APRIL 2010 - JUNE 2013*

Clients : Frosted Mini-Wheats, Eggo, Blackberry, Capri Sun

Duties : Pioneered social media marketing at its inception while creating websites, banner ads, and other forms of digital advertising. Worked with traditional shops to create a consistent, award-winning brand story and presence. One of ten chosen to lead the Razorfish Mentorship Program.

Publications International, Ltd......*SENIOR ART DIRECTOR*.....*NOVEMBER 2005 - MARCH 2010*

Licenses : Disney, Hasbro, Sesame Street, HIT, Warner Bros., Nickelodeon

Duties : Collaborated with Editors, Sound Designers, Animators, and Acquisition Editors. Managed 13 Art Directors. Responsible for reprints and quality assurance. Package design. Illustrated thumbnail layouts. Managed all files at all stages.

EDUCATION

BFA, Illustration.....May 2005
Savannah College of Art & Design
Magna Cum Laude

SKILLS

Ideation, Direction, Strategy, Design, Storyboarding, Motion Direction, Editing, Animation, Adobe Creative Suite, Figma, Google Analytics, Voiceover, Cat-Rearing, Social Media, Illustration, Brand Building, Singing/ Songwriting, Voiceover, Written/Verbal Communication, Client Presentation