

MARK DEGRAFFENREID

OBJECTIVE

I am an award-winning artist and designer with extensive experience in web, television, print and outdoor advertising. I am a marketer and media buyer with a well-established understanding of traditional and new media trends. I am a web designer and programmer with a wide-variety of desirable skills.

EXPERIENCE

10/08 - present 31abunch Photography and Design Oklahoma City, OK

Owner

- Design traditional, static, brochure websites and re-design existing websites to incorporate a CMS. Advanced experience in Drupal and Word Press allow for rapid application development. Many clients opt for hand-built solutions based on the php/mysql development platform.
- Provide web hosting services via a LAMP system. All client sites, email accounts and e-commerce solution offered through hosting have been created, engineered and maintained by me.
- Provide SEO consulting and implementation to my own clients, as well as, individuals or entities interested in increasing organic SERPs.
- Provide SEM consulting and buying based on the CPM or PPC model. Act as steward for client web media buys, determine PPC pricing structure and strive to achieve optimal positioning and a conversion rate of 2% or higher.

12/98 – 9/08 Mathis Brothers Furniture Oklahoma City, OK

Creative Director

- Provided guidance to the marketing, brand-awareness and creative direction for one of the "Top 20" furniture retailers in the country. Reported directly to the general manager and developed numerous marketing and public relations campaigns designed to increase sales and decrease expenditures. Worked with owners to implement design standards to apply to eight retail locations.
- Production and creative direction of all web, broadcast, print, interior and exterior signage, network digital signage and digital billboards.
- Negotiated, bought, matched, posted and analyzed media buys in excess of 20 million dollars annually in four DMAs (Los Angeles, Oklahoma City, Palm Springs, Tulsa). As steward of the broadcast and cable buy provided insight and market research to change marketing concept from broad rotation to spot buy to maintain reach while keeping frequency high to target demographic.
- Lead and managed a team of creative professionals which consisted of an art director, copy writer, three graphic designers, a production artist, a

traffic manager, a web designer, a motion graphic designer and a video director.

- Helped raise the company's awareness of its viability as an advertiser through instillation of interior network digital signage and four, outdoor electronic billboards which were used to sell inventory to manufacturing partners.
- Increased goodwill of the company through numerous community outreach programs and public relations and increased morale of employees by providing assistance and creative direction to corporate events, company newsletter and wellness programs.

12/96 – 12/98 Hanna and Associates Wichita, KS
Webmaster

- Created marketing materials, provided web hosting, design and email services for small IT company which derived its primary income as an IBM mainframe reseller specializing in restaurant accounting systems.
- Expanded sales to include mass market accounts.
- Provided creative direction and art production for the company. Designed, hosted and maintained web sites for a variety of clients.
- Assisted in converting dumbtube-based IBM systems to Windows-based networks with TCP/IP connectivity for IBM RS6000, AS400 and System36 mainframes.

12/94 – 12/96 Boy Scouts of America Wichita, KS
District Executive

- Lead, guided, and facilitated the jobs of more than 2,000 adult volunteers on whom Scouting depends to carry out its mission.
- Inspired, recruited, trained, and supported the BSA's volunteers. Worked with community leaders to rally public support and lead fund-raising efforts.
- Under my guidance my service area was raised to "Quality District" status.

EDUCATION

Wichita State University Wichita KS

- B.A., Advertising.
- A.A., Sociology.

STRENGTHS

Solution oriented, inventive, enthusiastic team player and self-starter. Excellent design and artistic skills. Excellent (X)HTML/CSS direct coding skills with focus on cross-browser/cross-platform compliance. In depth understanding of B2C and B2B business practices. Exceptional listening and communication skills with the ability to translate ideas into measurable goals and then practical design. Able to give and take direction as well as provide creative input and/or direction. Accustomed to fast-paced

environments and managing multiple projects with independent delivery schedules. Experienced as team leader between management, software engineers and graphic design groups.

TECHNICAL SKILLS

All Windows environments from 7 to 3.1, MacOSX, UNIX (AIX), Linux, LAMP, IIS, and Web 2.0 Frameworks.

SOFTWARE - GRAPHICS/DEVELOPMENT/OFFICE

Expert & Highly Skilled: PhotoShop, Illustrator, Indesign, Acrobat Pro, Bridge, UltraEdit, Strata View, Strata SBMS, MS Office/Word/Excel/PowerPoint/Visio.

Moderately Skilled: DreamWeaver, Flash, Premiere Pro, After Effects, Soundbooth, MySQL, MSSQL, MS Access.

Familiar: Visual Studio, Final Cut Pro.

LANGUAGES

Expert level: (X)HTML, CSS, PHP

Moderately Skilled: JavaScript, XML, DHTML, SQL, AJAX, .ASP, .ASPX

Familiar: CGI, Perl, RUBY

MISCELLANEOUS

User Interface and user experience design and development, usability testing, information architecture & web content development, web template design and development, variety of digital paint, draw, photo manipulation, pagination programs, print, broadcast and web production processes, photography, content management, search engine optimization, search engine marketing, html email marketing, media buying and analyzing, data back-up software, etc..

REFERENCES

Available on request.