

Mark Hayden Winsor

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Creative Marketing Communications Specialist

Providing the expertise required to determine and articulate unique brand personality, strengthen positioning, and extend market reach.

professional profile

Accomplished Marketer with a proven ability to implement initiative-driven strategies and design/develop creative assets that impact both fundamental and progressive business objectives. Solid track record of reducing operating budgets, bolstering customer retention/loyalty and improving traction within addressable markets. A knack for contributing to the bottom-line by uncovering and leveraging inherent opportunities to increase growth potential. Main differentiation is a refined graphic art background and over a decade of experience in creating engaging interactive and print media for a range of business models and requirements.

areas of expertise

- Sales Collateral and Website Design/Development
- Competitive, Market and Target Niche Analysis
- Strategic Project Planning and Management
- Analytical, Creative, and Administrative Project Management
- Messaging, Positioning, and Value Proposition Development

competencies & talents

CREATIVE

- Mission Statements & Value Propositions
- Corporate and Product Brand Management
- Sales Presentations & Boiler Plates
- Web Content Development
- Web Design and Usability Assurance
- Search Engine Optimization
- Copywriting, Layout, and Editing
- Collateral, Direct Mail and Print Media Design
- Special Events & Tradeshow Exhibiting

PROJECT MANAGEMENT

- Competitive Research, Analysis, and Reporting
- Customer Research & Focus Groups
- Gap Analysis and Strategic Planning
- Budget Planning
- Marketing Plan Development and Management
- Project Scoping, Scheduling, and Management
- Lead Generating & Direct Marketing
- Statement of Work
- RFP Development

skillset inventory

DESKTOP

- MS Word (8yrs)
- MS Excel (8yrs)
- MS PowerPoint (8yrs)
- MS Outlook (5yrs)
- Quick Books (3yrs)

GRAPHIC DESIGN

- Photoshop (7yrs)
- Illustrator (6yrs)
- Adobe Acrobat (4yrs)
- Image Ready (2yrs)
- Quark Express (2yrs)

WEB DESIGN

- DreamWeaver (5yrs)
- Flash (4yrs)
- HTML & JAVA Script (4yrs)
- Fireworks (1yr)

ON-LINE RESEARCH TOOLS

- LexisNexis (5yrs)
- Hoovers (5yrs)
- Dunn & Bradstreet (3yrs)
- Wikipedia (2yrs)

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professional experience

OAK MOTT DESIGN

March 2005 - Present

OWNER/OPERATOR– Oak Mott Design provides agency-grade creative marketing services and is frequently relied upon to serve as a key resource to marketing departments. Core business derived from the design/development of interactive media.

- Enacted organic marketing and achieved successive quarterly income growth since business launch
- Gained competencies in Business Administration and Operations; Bookkeeping, P&L, and Budgeting
- Developed brand and identity for several small businesses including logo design and sales collateral
- Enhanced web presence (site usability, traction, and Look/Feel) for many Dallas-based businesses
- Provided several PR-related services including mailing list compilation/management and lead generation
- Required to quickly and effectively embrace varied business models and address multiple requirements

FUSION LABORATORIES, INC.

February 2002 – March 2005

DIRECTOR OF MARKETING – Responsible for all creative marketing communications activities. Required to be actively engaged with partners and board members in the development of corporate positioning and strategic growth initiatives of the company.

- Developed product and value proposition statements, branding strategy and corporate presentations
- Maintained Dunn & Bradstreet reports and performed Search Engine Optimization to enhance exposure
- Developed the firm's body of sales/marketing materials including collateral, press releases, and interactive
- Led research into potential customer requirements and developed effective segmented marketing strategies
- Captured and developed client testimonials/case studies, competitor data, for internal/external marketing
- Managed budget and ensured attendance for tradeshow and special events for two separate business units

NEIMAN MARCUS DIRECT

May 2001 – February 2002

PRODUCTION ARTIST – Contributed within a collaborative team environment including copywriters, creative directors, and other production artists. Responsible for the content development of several online catalogs managed by Neiman Marcus Corporate.

- Designed several graphical user interface components still in use – including a swatching mechanism
- Instrumental in the re-design and layout of the Horchow online catalog and performed content updates
- Among the only artists authorized to perform photographic retouches of sensitive vendor masters
- Responsible for the conceptual layouts and production-level graphic design of several online campaigns
- Refined a laborious (error-prone) production process by developing an automated (batch-driven) procedure
- Produced several “product push” campaigns designed to engage and direct users to on-line catalog

DIGITAL PILOT CORPORATION

November 2000 – May 2001

CREATIVE MARKETING SPECIALIST - Responsible for capturing vision, developing marketing/sales strategies and tools as well as supporting the on-going needs of the corporate web site and assisting production team as a graphic art/web design resource.

- Coordinated customer research, performed competitive analysis efforts, and developed forecasts
- Gained competency in Design Tools and Industry Standards for Usability and Information Architecture
- Managed existing vendor relationships, brokered new partnerships and secured discounted rates
- Developed sales collateral, presentations, press releases, white papers, and fact sheets
- Captured client testimonials and developed case studies and refined corporate messaging
- Designed and developed product packaging, merchandising effects, and client websites

NEXTLINK COMMUNICATIONS (XO Communications)

February 1999 - September 2000

MARKETING ANALYSIS / NEW PRODUCTS DIVISION – Responsible for synthesizing industry, competitive and customer data in order to develop and promote new products. Close interaction with Engineering, Legal/Regulatory, and Customer Care teams.

- Worked with the national sales team to define positioning, and vision holders to define messaging, and branding
- Produced intra-company forms, documents, and external products/services manuals and price sheets
- Branded and packaged new products/services, communicated features and pricing to employees & customers
- Designed and developed brochures, signage, presentations and comprehensive corporate-wide style guide
- Developed an Access-based customer needs analysis tools in order to coordinate efforts proportional to demand
- Maintained appropriate levels of promotional material to support marketing and field sales activities