

 **Mark Girgis**
Creative Director

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Mark Girgis

Experience

Brand Creative Director, Freshworks
2021 - Present, LA, CA

- Establish a scalable, consistent, and modern brand for the launch of the Freshworks Initial Public Offering in 2021.
- Establish a brand team and taking an active role in their professional growth, ensuring they have the resources and opportunities to expand their skills.
- Partner closely with our CEO and CMO to prepare keynote presentations to help articulate their vision at high-level meetings as well as industry conferences.
- Evolve the brands' voice and visual identity touching all areas of the customer experience—including digital, print, video, and events.
- Strategically push all campaigns to cement the Freshworks brand as a global brand leader, while meeting business objectives.
- Guide the creative process from start to finish while ensuring all details are thought through and ladders up to the larger creative strategy.
- Partner closely with marketing stakeholders and other key stakeholders throughout the business to develop effective creative that meets cross-functional needs.
- Work with external creative agencies and freelancers providing strong brand guidelines to ensure all work produced aligns with the brand and is scalable across all channels.

Brand Creative Director

Brand Creative Director, Cornerstone Ondemand
2014 - 2021, LA, CA

Sr Art Director, Code and Theory
2012 - 2014, SF, CA

Sr Designer/Art Director, Nickelodeon, MTV Networks
2007 - 2012, NY, NY

Sr Designer/Animator, Howard Stern TV, In Demand Networks
2001 - 2007, NY, NY

- Building brand tool kits
- Crafting identity systems
- Pixel perfect designs
- Marketing campaigns
- CEO keynote presentations
- Information architecture
- Video editing and animation
- Building digital experiences
- Event design and experience
- Apparel

Digital Print Video Events

Education

School of Visual Arts, New York City
Bachelor of Fine Arts