

 Mark Girgis

Creative Director

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Experience

Creative Director, Cornerstone

2014 - Present, LA, CA

- Strategically push all campaigns to cement the Cornerstone brand as global brand leaders, while meeting business objectives.
- Evolve the brands' voice and visual identity touching all areas of the customer experience—including digital, print, video, and events.
- Own each associated brand's unique brand architecture and lead any rebranding efforts as needed.
- 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.
- Take an active role in the professional growth of my team, ensuring they have the resources and opportunity to expand their skills.
- Partner closely with our CEO to prepare keynote presentations to help articulate his vision at high-level meetings as well as industry conferences.

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 brands
- Crafting identity systems
- Pixel perfect designs
- Marketing campaigns
- CEO keynote presentations
- Information architecture
- Video editing and animation
- Building websites
- Event design and experience
- Apparel

Education

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

Mark
Girgis
Creative
Director
Digital
Print
Video
Events