

Mark Norris

Art / Creative Director

Portfolio

www.behonest.studio

📍 Tampa Bay Area, Florida

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Overview

Highly accomplished Art/Creative Director with over a decade of experience leading innovative visual communication strategies across diverse industries. Proven ability to translate business objectives into compelling visual solutions that drive brand awareness, engagement, and ROI. Expertise in brand development, project management, team leadership, and art / creative direction.

Education

Ringling College of Art and Design

BFA, Graphic and Interactive
Communication

Liberty University

Master of Theological Studies

Skills

Leadership & Management

Team Leadership & Management
Talent Development & Mentorship
Performance Management
Budget Management

Marketing

Digital Marketing
Content Marketing
Brand Strategy & Management
Project Management
Data Analysis & Reporting

Design & Creative

Adobe Creative Suite
Figma, Sketch
Typography/Color Theory
Layout & Composition
Branding & Identity
Concept Development
Art Direction
Visual Storytelling

Experience

Creative Director

2024-Present | Honest Creative Studio

Founded and fostering emerging book of business. Creative leader for all insights and direction across multiple accounts. Responsible for new and existing business for company.

Art/Creative Director

2022-2024 | MissionCare Collective

Directed creative vision for 4 brands, ensuring consistent brand messaging and increased brand recognition. Spearheaded the development and execution of all video, online, and print design campaigns. Mentored and provided strategic direction to the creative team, enhancing team performance and achieving project goals on time and within budget.

Creative and Marketing Director

2019-2022 | St. Mark Village

Orchestrated the full spectrum of marketing efforts, encompassing social media, website development, and print materials. Successfully tracked and managed data from first touch to client purchases of \$300k+ contracts, improving client acquisition efficiency. Provided art and creative leadership for a \$25 million Capital Campaign, enhancing campaign effectiveness and achieving project goals on time and within budget.

Communications Director

2017-2019 | Calvary Church

Streamlined communication efforts by centralizing the department, fostering cross-team collaboration, and enhancing workflow efficiency. Developed and implemented robust project management systems, reducing project completion time. Led initiatives to improve communication strategies, increased team productivity, and project success rates.

Designer // Art Director // Operations Director

2010-2017 | LearnSmart

Spearheaded the scaling of the company from 6 to over 50 employees across 3 states, leading to its successful acquisition. Built and managed diverse professional teams, including marketing, customer support, and operational functions, enhancing team performance, and project success rates. Pioneered the development of an industry-first online eLearning and training platform (LMS), increasing user engagement.