

# Mark R. Spencer

CREATIVE LEADER, DESIGNER + WEB DEVELOPER

See my work at: [MarkRichardSpencer.com](http://MarkRichardSpencer.com)

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## Summary

Emmy award-winning, visionary creative leader and web developer with more than 20 years of experience in multidisciplinary design for agency clients and employer brands. Seasoned team leader of designers, web developers, copywriters and production managers in for-profit and non-profit environments. Known for building positive internal and external stakeholder relationships. Trusted and respected advisor in creative leadership.

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## Professional Experience

2016 – present

### Creative Director/Senior Web Designer

Empath Health – Clearwater, FL

Oversee all aspects of digital and print design for Empath Health (parent organization) and its 19 service lines/sub-brands. This includes internal and external corporate branding, digital assets, videos and commercials, email marketing and traditional advertising. Manage overall organizational advertising buys that include digital, social, OTT, broadcast, cable, billboards, transportation, social, SEM, PPC and SEO. Lead a team of designers and web developers.

- Redesigned nine websites in first year, helping increase traffic by 130%.
  - Developed all creative for launch of new parent company and supported 19 total brands, while increasing parent company brand awareness by 26% in two years.
  - Developed and/or directed all creative for a \$200 million organizational growth (came from increased revenues; mergers and acquisitions; and geographic expansion).
  - Drove the creative narrative behind a digital marketing campaign that increased year-over-year sales for the thrift store service line by 76%.
  - Drove all-time fundraising responses for Suncoast Hospice Foundation by including digital components to traditional print campaigns.
  - Developed and presented marketing campaigns to internal clients.
  - Converted all print campaign messaging into digital media campaign resulting in 210% increase in community awareness.
  - Wrote and produced all HD broadcast commercials including PSAs and training videos.
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**Professional Experience**  
(continued)

2014 – 2016

**Creative Director/Web Designer**

E-commerce Exchange Solutions, Clearwater, Florida

Managed all aspects of digital and traditional communications and branding for internal, B2B and retail stakeholders. Updated all logos, digital brochures, websites and packaging. Led international software development teams and national teams of designers and copywriters. Was also Managing Director of CAP (Clover Applications Partnership), this platform manages the top eight app providers' marketing designs for First Data's Clover POS systems.

- Redesigned websites from scratch up using a CMS platform.
- Designed and managed all email marketing campaigns.
- Created story boards for and produced tutorial and retail videos.
- Integrated online chat and sales lead generation systems.
- Conceptualized and produced all traditional collateral material.

2001 – 2014

**Creative Director/Web Designer**

Spearheaded all aspects of design, conceptualization and online projects for national offices, including the management of all creative departments for each area office. Other responsibilities included client presentations for new business development, client meetings for conceptualization on new campaigns and developing innovative products for clients' needs in areas of new media and e-based arenas. Additionally, I oversaw campaign development, brand development/management, event planning, direct mail and print project design.

- Created instructional videos and marketing commercials for all clients.
- Led the design team for national/global branding initiatives.
- Retained Fortune 1000 clients by designing fresh, out-of-the-box creative in all mediums.
- Created and presented many national campaigns resulting in new account acquisition.
- Designed websites using HTML, CMS platforms, CCS and PHP/ASP Databases.
- Conceptualized and produced creative collateral for all clients in the region.

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**Computer Skills**

All Adobe Creative software, Microsoft Suite, WordPress CMS, MailChimp, Infusionsoft and Social Media Integrations such as Hootsuite. Highly proficient on both Mac and PC operating systems.

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**Education**

- B.S. Advertising and Graphic Communications
  - University of South Florida – Tampa
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