

**Mark Blank**

471 Pleasant Avenue  
Highland Park, IL 60035  
h: 847-266-7326 m: 847-641-0964  
mb@markblank.com

**EXPERTISE**

Extensive experience in both visual and written communications in: corporate and product positioning, copywriting, press releases, media kits, feature articles, case histories, brochures and other promotional materials in both B2B and consumer public relations and marketing and advertising. Hands-on creative director of: direct mail catalog and e-commerce, print, direct mail, print media, corporate and brand communications, print ads/campaigns, digital photo retouching and image manipulation, illustration.

**PROFESSIONAL EXPERIENCE**

**MARK BLANK COMMUNICATIONS, INC.** Highland Park, IL 2008 - Present  
Marketing Communications • PR / Advertising / Art Direction / Design

**ADOLPH KIEFER & ASSOCIATES** Zion, IL 2000 - 2008  
Direct Marketer of Aquatics Products

- Creative Director / Director of Marketing Communications
- Developed brand identity – implemented re-branding strategy
  - Promoted visibility strategies for both image of organization and its principal
  - Authored feature articles and news releases for corporate communications, product promotion and special events
  - Designed catalog, promotional materials, brochures, folders and letterhead
  - Responsible for national advertising – design of print and web advertising as well as buying print and on-line media
  - Directed location and studio photography
  - Cultivated and maintained relationships with media
  - Designed and developed web sales channel [www.kiefer.com](http://www.kiefer.com) & commercial pool equipment website [www.kieferpool.com](http://www.kieferpool.com)
  - Promoted new internet sales channels through outside partnering- e.g. Amazon.com
  - Coordinated e-commerce and catalog teams for consistency in branding

**ROLF BLANK COMMUNICATIONS, INC.** Chicago, IL 1990 - 2000  
Public Relations / Advertising Agency  
Vice President - Account Executive

- Provided both B2B and consumer public relations, including: product promotional materials, media kits, press release copywriting, corporate newsletters and magazines to clients (automotive manufacturing, commercial real estate and financial industries).
- Directed Client Photography: studio and location.

**FILM PRODUCTION** Chicago, IL 1988 - 1990

Freelance Production Assistant/Coordinator –

TV commercials, industrial film projects - Worked for 20+ different production companies, advertising agencies in producing national TV commercials for Chicago advertising agencies.

- WTTW - TV PBS Chicago -- "The Frugal Gourmet" 1987  
Production Coordinator – nationally syndicated television show
- WMAQ - TV NBC Chicago -- "The Dave Baum Show" 1986  
Production Assistant – local television show
- Flat Earth Special Effects – “Hercules” & “Xena” 1996-1999  
Freelance 2D Designer Post Production for two popular TV series.

## **EDUCATION**

**Northwestern University, MSC** Evanston, IL 2002

Master of Science in Communication, NU School of Communication

## **Rhode Island School of Design**

BFA Film/Video 1988

## **SKILLS**

- Photo Direction / Film Video – strong knowledge of studio and location production.
- Mac & PC: Quark Xpress, Adobe CS, Dreamweaver, MSOffice