

Mark Sargent
Creative Director,
Brand Strategist
Résumé

Credentials

Blog

MarkSargent@me.com

+49 (0)89 37948581

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Objective

Chief creative officer to take a strong, winning outfit through the transformation to deliver new advertising. Creating stimulus for integrated, off and online experiences based on a proven track record in classic advertising and digital marketing.

Open office of a proven, reputable networked agency sporting a new business model in Germany.

1.1.10 - today

Moved back to Munich, pitching clients directly, various engagements:

- Helped Modded LLC, a US technical development company, define their brand story.
- CI works for Bodo Sperlein consultancy, London
- Logo development and advertising for Chk, actress Christine Kaufmann's line of cosmetics
- Branding for Hammerstein & Maier, Coffee Shop
- Works for Victors & Spoils, USA
- 'Ideas that do' aggregator to help advertising industry with valid showcase of ideas that do.
- Pitches: World Dirndl, Cocorino London, Como Shambala London,

1.3.08 - 31.12.09

Careforce Direct Marketing, Schwalbenrainweg 46, 63741Aschaffenburg

Consultant to the business owners Brand strategist.

Reposition this small direct marketing business with big clients to being scalable and compatible with global standards. Structure and establish procedures for workflow and organization. Expand the agency offerings to include online (CRM, Dialog) and drive the new culture coined Branded Dialog. Create momentum with Casanova-Check campaign. Use campaign to center business within the relevance set of customers and trade audience.

1.6.06 - 1.3.08

Moved to Berlin, freelance work for fun, family and friends. Research and development of new business models. Branding and package design for the actress Christine Kaufmann's CHK line of cosmetics

1.1.00 - 1.6. 06

MRM Worldwide, Frankfurt GmbH, Mörfelder Landstr. 55, 60598 Frankfurt

Group Creative Director

2 years Board Membership. Established the Copy Department and the Motion Graphics unit. Extended the MRM Partners methodology and creative credo to work across multiple online disciplines to ensure a focused, result-oriented creative approach drawing measurable results. Mentoring the Frankfurt creative team as well as the Hamburg office.

Managed the complexity of McCann partner agencies on a local as well as international level (McCann Advertising, the McCann Brand Communication House, M.E.C.H. Berlin, Universal McCann...). Maintain and develop critical client relationships at the senior most level with Opel AOAG Germany, GM Europe, Microsoft Europe, Mastercard, Deutsche Bank, United Parcel Services, Thomas Cook, Cathay Pacific Airlines.

1.8.98 - 1.1.00

Thunderhouse GmbH, Großer Hasenpfad 44, 60598 Frankfurt

Creative Director

Mentored a creative team of fourteen. Engaged in numerous new business pursuits, helped establish and maintain client relationships with General Motors Europe, Opel Germany, L'Oréal, DWS Investment Fonds, Glenfiddich Malt Whisky, Steinberg Audio Tools, Langnese, Jobpilot.

7.5.96 - 1.5.98

Creative Director, Media Circus, New York

Art Director, Grey Direct E-Marketing, New York

Art Director, Messner, Vetere, Berger, McNamee, Schmetterer / Euro RSCG, New York

The passage back into advertising after an in depth exploration of emerging new technologies.



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3.95 - 7.5.96

Skyshapers, Inc. 157 Chambers Street, New York, NY 10007

Senior Interactive Designer

Responsibilities: Concept and Design of Sky World, a large children's site in the field of motivational entertainment: "edutainment".

11.93 - 3.95

New York

Freelance Art Director

Engaged in emerging new technologies. Established client relationships with: Whitelight Systems, Inc., Palo Alto, CA; Sarrus Software, Inc., Foster City, CA; Pangea Corporation, Annadale, VA; Take3, Inc. Cedar, MI. Design, creating icons and UID elements. Created User Interface Design and produced World Wide Web sites for Canon Advanced Technologies Operation, Inc. and the Stepwise Server for the NeXTSTEP/OpenStep community.

6.92 - 10.93

The Digi Lab, Inc. 1330 Ocean Drive, Miami Beach, FL 33139

Creative Director

Followed the invitation to Miami Beach to help set up this innovative, electronic imaging center with state of the art equipment, to provide full service, on-site production of mail-order fashion catalogs.

Responsibilities: Research & purchase of technical equipment. Train and oversee a team of six. Quality control of layouts, scanned work and the retouching processes. Concept through realization of ad campaigns and CI for The Lab, Inc. Miami; The Digi Lab, Miami ; and the Lab Phoenix.

12.90 - 5.92

Publicis / Foote Cone Belding, Am Graben 1, Vienna Austria.

Senior Art Director

Responsibilities: Adopt Renault automotive sales promotion for the Austrian market. Quality control of Lancôme and L'Oréal national print campaigns. Packaging design for Nestlé Instant Mocha. Won new business account Genol, a chain of gasoline service stations.

11.89 - 10.90

Ogilvy & Mather Direct, Reisner Strasse 55-57, Vienna, Austria.

Senior Art Director

Responsibilities: Enhance impact of direct mail efforts for Gösser beer account. Oversee the print production of Xerox copy machine mailings and the IKEA catalog.

5.86 - 6.89

Crozier Fine Arts, Inc. 525 West 20th Street, New York, NY 10034

Art Director

Responsibilities: Create and deploy Corporate Identity. Create and produce national ad campaign "Grab this man".

8.83 - 11.85

Creco Werbung GmbH, Donnersbergerstr. 53, Munich, Germany.

Art Director

Responsibilities: Build a staff of 5 to work on: Mela Electronics, Kontron Electronics, Die Gute Form Kitchen Dross, Bulthaup Interior Design, FVA financial advisors. Lead creative in new business from strategic/creative perspective.

7.77 - 6.83

Sportive Advertising, Fraunhoferstr. 8, Munich, Germany.

Graphic Designer / Art Director

Responsibilities: Packaging Design for Wander (Ovaltine) product line of athletes nourishment. Ad campaigns for Valmeline Mehler / Luigi Colani fashion. Gotta Contact, leather accessories, BMW Motorsport. Won 3 new business accounts: Geze ski-bindings , Salomon ski-bindings, and tennis gear by Babolat Maillot Witt , Lyon, France.

10.73 - 11.77

Education

BFA, Blocherer School of Fine and Commercial Arts, Munich, Germany

