

MARK ERLEWINE

859-992-4477 • MARK@MARKERLEWINE.COM • HTTP://WWW.MARKERLEWINE.COM

Experience

CREATIVE DEVELOPMENT SUPERVISOR • DIGITAL

MARBLUE INC. FORMERLY MARWARE • OCTOBER 2010 – PRESENT

Manage eCommerce (Netsuite ERP) cms, Amazon.com A+ development, company blog, creative direction, digital media, digital marketing and branding initiatives. Initially hired as Creative Developer and promoted to Creative Development Supervisor after contributing to company's growth. Initial responsibilities included eCommerce content management, copywriting, search engine marketing and advertising.

"Mark's creativity and dynamic skill set makes him an invaluable asset to our team." - Hiro Chung Senior Designer

"Mark took on new challenges and delivered. He's a fast learner with loads of talent." - Sean Etwaroo Art Director

COPYWRITER

ZIMMERMAN ADVERTISING • JUNE 2008 – OCTOBER 2010

Creative writer for web, print, television and radio advertising for automotive clients including AutoNation and Chrysler Jeep Dodge Ram.

"He has the talent and ability to understand the creative challenge and how to solve it." - Juan Valente Associate Creative Director

DESIGNER • WEB / GRAPHIC

EASTERN MARKETING GROUP • DECEMBER 2006 – JUNE 2008

Design / develop websites and digital marketing campaigns for publicly traded companies in the fashion, energy and insurance industries.

"He's the most creative, talented web designer I've worked with." - Randy Schlegel Managing Partner

Skills

CREATIVE

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
ADOBE FLASH
FINAL CUT PRO
PHOTOGRAPHY
VIDEOGRAPHY
BLOGGING & COPYWRITING

WEB

HTML 5 / CSS3
ADOBE DREAMWEAVER
NETSUITE & ECOMMERCE
JAVASCRIPT
SEARCH ENGINE OPTIMIZATION
SOCIAL MEDIAS
WORDPRESS
UX / UI DESIGN

GENERAL

AMAZON.COM A+ STORE
EMAIL MARKETING
ERP CONTENT MANAGEMENT
GOOGLE ANALYTICS & EXPERIMENTS
GOOGLE ADWORDS
GOOGLE DISPLAY NETWORK
FACEBOOK ADVERTISING
ADROLL RETARGETING

KEYNOTE
POWERPOINT
MICROSOFT WORD
MICROSOFT EXCEL
NUMBERS
PEOPLE
GOLF

Education

INTEGRATED STRATEGIC COMMUNICATIONS

UNIVERSITY OF KENTUCKY • SCHOOL OF COMMUNICATIONS

American Advertising Competition Team • SEC Academic Honor Roll • Frank G. Ham Society of Character • 2005 SEC Golf Champ

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