Mark Schneider

Data Visualization and Marketing

Beacon Economics

April 2021 – February 2025: Data Visualization Designer and Marketing Coordinator
October 2020 – April 2021: Data Visualization and Marketing Assistant

- Designed for various economic analysis reports, including impact reports, economic outlooks, and regional intelligence reports.
- Finalized the majority of client facing data visualization
- Led projects such as a brand refresh, powepoint presentation template design, and impact report design.
- Other design responsibilities included video editing, motion design, web design and web content, GIS and static map design, and infographics.
- Managed Salesforce CRM, Salesforce MCAE, and ActiveCampaign (including automations).
- Led marketing, business development, and research teams in initiatives to create design collateral.
- Revised narrative and graphic structure with research teams while developing reports.
- Tools and software used included the Adobe creative suite – specifically InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, and Lightroom – as well as Salesforce Tableau, Microsoft Office, Wordpress sites using elementor, and Google Analytics.
- Clients included University of California System, Otis College of Art and Design, LiveNation, City of Los Angeles, California Attractions and Parks Association, CalAsian Chamber of Commerce, and more.

Freelance Designer

Dance 4 Joy (501c3 nonprofit)

April 2019 – May 2020

- Full rebranding, alongside ongoing event collateral, email marketing, paid social campaigns, organic social campaigns, and photo editing.
- Raised views and engagement across social platforms through consistent social strategy.

Marketing Designer Intern

Beyond Limits Artificial Intelligence

June 2019 – August 2019

- Infographics, presentation decks, whitepapers, B2B marketing strategy, paid social, organic social, and web design for a tech startup.
- Created a paid social campaign for the IoT Oil & Gas 2019 conference to promote the brand and generate leads.

BFA Graphic Design

Chapman University

February 2016 – May 2020

- 4 year degree in graphic design with a study focus in computer science.

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