

Contact

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(LinkedIn)

Top Skills

Creative Problem Solving

Print Advertising

Search Engine Optimization (SEO)

Certifications

Social Media Marketing

Mark Zukor

Fractional Creative Director & Brand Builder | Using Creative Marketing Solutions To Help Small and Midsize Companies Solve Tough Business Problems

Minneapolis, Minnesota, United States

Summary

Hi, I'm Mark.

I've been a creative person all my life. I was a fine artist in college. I got my Master's Degree in advertising art direction. I've been a graphic designer, art director, copywriter, creative director, and business owner. I've played the drums in bands. I've written novels. I've learned cartooning and the guitar. I've been into photography, video, illustration, and animation.

In short, I love making things. Solving problems. Learning. Taking on challenges.

That's why, for the past 25 years, I've been driven to help businesses of all kinds transform into strong, meaningful brands through the power of design, words, images, and ideas.

I've spent much of my career working on big brands like UPS, Target, Best Buy, Delta, US Bank, 3M, The Minnesota Twins, and many, many more.

Those experiences helped me develop my marketing chops. They also pointed me toward my real passion — helping small and midsize companies. Organizations with heart and grit. Organizations run by caring, honest, smart, hardworking people trying to make a difference and build something that matters to others.

I love having a problem to solve. Fighting for the underdog. Helping companies express what makes them amazing, turn customers into diehard fans, and maximize their budgets and impact.

I also love working directly with business owners, marketing execs, CEOs — leaders, builders, and visionaries. I care about building

meaningful relationships with clients. Relationships built on trust, mutual respect, appreciation, and genuine like for each other.

To me, those relationships are what make this work worthwhile.

If those things matter to you, too, send me a note. Let's uncover the power inside your brand and turn it into marketing that stirs things up, creates fierce brand champions, and takes your business to new heights.

Learn more at markzukur.com

Experience

Zukor Brand Consulting

Fractional Creative Director & Brand Builder

January 2025 - Present (7 months)

Greater Minneapolis-St. Paul Area

markzukur.com

Agency of One

Creative Director, Owner

May 2024 - Present (1 year 3 months)

Greater Minneapolis-St. Paul Area

agencyofone.biz

Zukor Advertising and Design

Creative Director, Art Director, Copywriter

May 2005 - Present (20 years 3 months)

> Print and digital marketing projects: ad campaigns, websites, naming, branding, email campaigns, point-of-sale, collateral pieces, tv spots, videos, SEO copywriting, etc.

> Clients include consumer and B2B brands in nearly every category (financial, healthcare, manufacturing, technology, etc.), plus dozens of agencies and in-house marketing departments.

> Agency clients: Fusion Hill, Modern Climate, Cimarron Winter, The Lacek Group, Olson, FAME, Schermer, MarketingLab, Zeus Jones, Carlson Marketing, Morsekode, Riley Hayes, Bader Rutter, cat[&]tonic, Greer, The Concept Group, Curb-Crowser, Hot Dish Advertising, Knupp-Watson, Integrated Advertising Network, Russell Herder, SeQuel

Response, Mindspark Creative, The Maccabee Group, Campbell-Mithun, Dashe and Thomson, Mojo Solo, etc.

d.trio marketing group

Senior Copywriter & Designer

June 2014 - December 2020 (6 years 7 months)

Minneapolis, Minnesota, United States

> Worked part-time as a senior designer and copywriter for clients including Best Buy, SunTrust Mortgage, USBank, Tennant, Dover, Synchrony, Thrivent Financial, and many more.

> Worked on a wide range of B2B and B2C accounts. Projects included website copywriting, digital content creation, ads, articles, social media, video scripts, email marketing, direct marketing, trade shows, white papers, brochures, brand voice guides, and brand books.

Brainco - Advertising and Design School

Instructor

September 2004 - June 2005 (10 months)

Minneapolis, Minnesota, United States

> Taught classes in creative thinking and portfolio development.

Gabriel deGrood Bendt

Art Director

December 2002 - May 2005 (2 years 6 months)

> Created award-winning ads, TV spots, billboards, and collateral pieces for local and national clients including DuPont, The Guthrie Theater, Pearson's, Golden Plump, Gedney, The Science Museum of MN, and Vespa.

The Martin Agency

Art Director

October 2000 - December 2002 (2 years 3 months)

> Accounts I worked on: Olympus, Seiko, TV Land, Alltel, and UPS.

Education

VCU Brandcenter

MS, Marketing Communications

Clark University

BA, Studio Art

University of Reading
Typography and Design program

School of Visual Arts
Continuing education classes in advertising