



mark arenz

Contact

Experienced Digital Manager
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Summary

25 years of experience in media, marketing & advertising - managing teams, delivering on deadline, building strategy, and fostering client relationships.

Worked with a variety of content management systems beyond WordPress such as DotNetNuke and ExpressionEngine as well as "bare metal" non-CMS sites. Gained expertise in updating and maintaining sites built by third party vendors with unknown configurations and obscure admin interfaces.

Experience

Matchbook Creative: July 2017 – Present

Digital Development Director

Manage team building digital marketing material for clients on a variety of platforms and content management systems.

Cornerstone Advertising: October 2015 – July 2017

Web developer (2015) Digital Manager (2016)

Managed department responsible for web development, social media, reputation management, SEO/SEM, and email marketing for a group of approximately 20 clients

Grew department revenues 4x within 2 years.

Bennett Innovations: May 1992 - October 2015

Video Editor (1992) Editor/Developer (2009)

Edited, color-corrected, and created graphics and effects for hundreds of projects: from broadcast spots to corporate image pieces

Built websites and iOS apps

Freelance (2009-2015)

Projects for clients including Random House and Highlights for Children.

Skills **Video** - Final Cut Pro X, Adobe Creative Suite (Photoshop, After Effects, Premiere)
Development - PHP, MySQL, WordPress, jQuery, iOS/XCode
Email marketing - Mailchimp
Social - Facebook ad manager
Google Analytics Certified

Awards Editor's Choice award from The Children's Technology Review
For both Nash Smasher (2011) and Highlights Hidden Pictures (2013)
Edited many Telly-winning and Addy®-winning projects
Eagle Scout (October 1984)

Education DePauw University 1988-1992
Bachelor of Arts degree, major in communications