

# Mark William Mills

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Innovative Creative Consultant and Art Director with over 15 years of experience driving multi-channel marketing and visual storytelling for global clients.

Skilled in client relationship management, creative direction, and content strategy, with a strong focus on delivering measurable results.

Adept at building and leading high-performing creative teams, executing impactful digital marketing campaigns, and developing solutions that drive brand engagement and elevate market presence.

Proven track record in rebranding initiatives that increased customer engagement, and reduced marketing costs.

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## Skills

- **Brand Strategy:** Skilled in developing and implementing cohesive brand identities, driving recognition across digital and traditional platforms.
- **Creative Direction:** Proven leadership in managing creative teams, directing visual storytelling, content creation, and executing multi-channel campaigns.
- **Project Management:** Coordinating cross-functional teams and delivering projects on time and within budget.
- **Digital Marketing:** Experienced in designing and executing digital marketing campaigns that significantly boost engagement and ROI.
- **Client Relations:** Adept at consulting with clients to identify goals and deliver tailored creative solutions that meet business objectives.
- **Technical Proficiency:** Adobe Creative Suite (Illustrator, Photoshop, After Effects), Figma, Sketch, Asana, and other design tools.

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## Career

### MARS United Commerce | Art Director | February 2024 – present

- Art and creative direction for international brand collaborations buying retail media for awareness and event campaigns. Brands of note include Walmart, Tractor Supply Co., Starbucks, Apple, Samsung, Mondelez International, and Conagra.
- Ensured creative alignment with vendor and retailer brand standards, upholding the integrity of the digital shelf and delivering a seamless omnichannel experience.
- Collaborated with retailers and vendors to develop and execute innovative creative strategies, refine existing materials, and adapt key art for use across traditional and digital platforms.

## Career (cont.)

### **Groupon | Art Director | April 2020 – January 2024**

- Directed design and copy teams in executing targeted and global digital campaigns, ensuring alignment with brand objectives and consumer engagement.
- Collaborated with the Creative Director to spearhead the 2021 rebrand, revitalizing Groupon's visual identity, brand voice, and narrative to resonate with contemporary consumer needs.
- Increased social engagement by 70% through strategically orchestrated campaigns, amplifying brand presence and interaction across Facebook, Instagram, and Twitter.

### **Groupon | Sr. Designer | May 2017 – April 2020**

- Led aesthetic refreshes for Groupon and LivingSocial, enhancing brand cohesion and increasing visibility across digital platforms.
- Cut marketing costs by \$100K by training designers in illustration and animation techniques, expanding the in-house creative toolkit, and reducing reliance on external agencies.
- Executed and managed 3 years of social campaigns, achieving a 70% increase in engagement on Facebook, Instagram, and Twitter through innovative design and content strategies.

### **Groupon | Associate & Jr. Designer | October 2012 – April 2017**

- Collaborated with project managers, copywriters, and social media influencers to launch The Gist, Groupon's online travel guide, successfully growing a subscriber base of 250K+ within the first year.
- Worked alongside senior designers to develop the visual identity of Groupon Reserve, curating an exclusive inventory of upmarket goods and experiences.
- Authored and implemented Groupon Goods' photography selection and treatment guide, enhancing visual cohesion and elevating value perception across the entire Goods inventory.

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**Education**    **BA Art & Communications | School of the Art Institute of Chicago**

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**Advocacy**    **Fenton Pride Collective – Design & social media consultant, 2023–present**  
**North Halsted Business Alliance – Contributor, visuals, 2014–2022**  
**Chicago Photography Society – Contributor, 2012–2014**