

MARK MANION

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SENIOR CREATIVE DIRECTOR • COPYWRITER

Award-winning Creative Director, Writer and charismatic team leader with a proven track record of success across traditional, digital, social media, and content marketing for a diverse mix of Fortune 500 clients. Demonstrated ability for developing innovative brand communications and fully integrated campaigns that drive consumer loyalty and sustainable business growth. Advanced leadership skills with a passion for recruiting, developing and managing teams toward exceeding business objectives. Expert in developing disruptive, data-driven creative solutions that increase sales and create new revenue streams. Areas of specialization include hospitality/travel and tourism, restaurants, healthcare, financial services, energy utilities, and retail marketers.

LEADERSHIP AND TECHNICAL COMPETENCIES

Integrated Marketing Campaign Management • Digital & Social Media Strategy • Content Development • Copywriting • Video/Film Production • Budgeting & Estimating • Cross-Functional Team Leadership • Brand Storytelling • Competitive & Consumer Analysis • C-Level Stakeholder Engagement • Mac OS • Adobe Creative Cloud • Microsoft Office • Google G-Suite

PROFESSIONAL EXPERIENCE

MANION CREATIVE | ST. LOUIS, MO

01/2018 – PRESENT

CHIEF CREATIVE OFFICER / FOUNDER

Owner and founder of creative consultancy utilizing a bespoke network of A-list creative and production talent to serve brands, agencies and production companies nationwide. Key clients include Explore St. Louis tourism, McDonald's, Metro Imaging, Coolfire Media and Zimmerman Advertising.

- Developed brand refresh and launched broadcast campaign for Metro Imaging, resulting in the largest monthly sales increase in the company's history.
- Retained as creative consultant by Zimmerman to manage and train creative team, create workflow efficiencies, and grow the McDonald's advertising account across 18 regional franchise markets.

BIOVISION CLINICAL SOLUTIONS | ST. LOUIS, MO

03/2020 – PRESENT

VP OF MARKETING / BUSINESS DEVELOPMENT

Creative consultant and integral team leader charged with establishing the marketing practice during the early start-up stages. Provide strategic and creative oversight of the development and execution of traditional and digital marketing programs, including social media, email marketing, and content strategy. Oversee the design and delivery of all corporate branding, presentations, webinar content and product collateral to support the sales team and create new business growth.

- Developed name, full brand identity and executed launch marketing campaign for a new "gut health" rapid diagnostic testing platform, establishing new revenue streams for medical practices.
- Responsible for marketing, sales support and revenue growth for variety of COVID-19 diagnostic lab testing solutions for private physician practices nationwide.

H&L PARTNERS | ST. LOUIS, MO**07/2006 – 01/2018****SVP, EXECUTIVE CREATIVE DIRECTOR / PARTNER**

Managing partner and creative leader for multi-regional ad agency based in San Francisco. Oversaw the design and implementation of creative campaigns across multiple offices for McDonald's, Missouri Division of Tourism, Touchstone Energy, Explore St. Louis Tourism, Mercy Health and Palm Desert Tourism. Recruited, mentored and managed over 30 creative and production team members, consistently inspiring award-winning work and new business growth.

- Elevated the agency's creative reputation nationally and grew the St. Louis office by over 400%, contributing to over \$50 million in new business across all offices during tenure.
- Developed nationally-recognized "Good Morning" breakfast campaign for McDonald's resulting in a 5% lift in breakfast sales, McDonald's largest increase ever.
- Created Missouri Tourism's "Enjoy the Show" and "It's Your Show" campaigns, both awarded Platinum HSMIA Adrian Awards for outstanding destination travel advertising.

GSD&M | AUSTIN, TX**02/2004 – 07/2006****ASSOCIATE CREATIVE DIRECTOR / WRITER**

Oversaw the development and management of integrated marketing campaigns for clients such as Chili's, AT&T, Southwest Airlines, Walmart, Lennox, and the PGA Tour. Lead creative on the Chili's and Lennox accounts.

WAYLON AD | ST. LOUIS, MO**03/1999 – 02/2004****CREATIVE DIRECTOR / WRITER**

Creative lead and writer on integrated advertising campaigns for Anheuser-Busch, Nike, Aetna, Allstate, the St. Louis Cardinals and Busch Entertainment.

- Developed integrated, national rollout campaigns for Michelob Ultra and Tequila Beer, resulting in two of the most successful new product launches in Anheuser-Busch's history.

DMB&B | ST. LOUIS, MO**10/1996 to 3/1999****SENIOR COPYWRITER**

Developed numerous campaigns as a senior creative on the M&M/Mars (Milky Way, Skittles, Combos, Mars, Twix), Coca-Cola and Southwestern Bell accounts.

MOMENTUM WORLDWIDE | ST. LOUIS, MO**01/1994 to 10/1996****COPYWRITER**

Advertising and sales promotion writer for Miller Brewing, Upper Deck, 7Up, Brown-Forman & Interplay Video Games.

ROSS ADVERTISING | ST. LOUIS, MO**02/1993 to 1/1994****COPYWRITER**

Writer of promotional campaigns and advertising for Anheuser-Busch (Bud Light), John Deere and Lennox Industries.

EDUCATION**MISSOURI STATE UNIVERSITY | B.S. MARKETING / ADVERTISING & PROMOTION****AWARDS & RECOGNITION**

ONE SHOW FINALIST

CLIO AWARDS

AAF NATIONAL ADDY AWARDS

AAF DISTRICT ADDY AWARDS

AUSTIN ADDY AWARDS

RADIO MERCURY AWARDS

TELLY AWARDS

MID-AMERICA EMMY AWARDS

LÜRZER'S ARCHIVE

PRINT MAGAZINE ANNUAL

BOSTON HATCH AWARDS

MOBIUS AWARDS

ST. LOUIS ADDY AWARDS

OBIE AWARDS

HSMIA ADRIAN AWARDS