

DESIGNER/PRODUCER

| Creative | Strategic | Compelling | Detailed | Experienced | Organized |

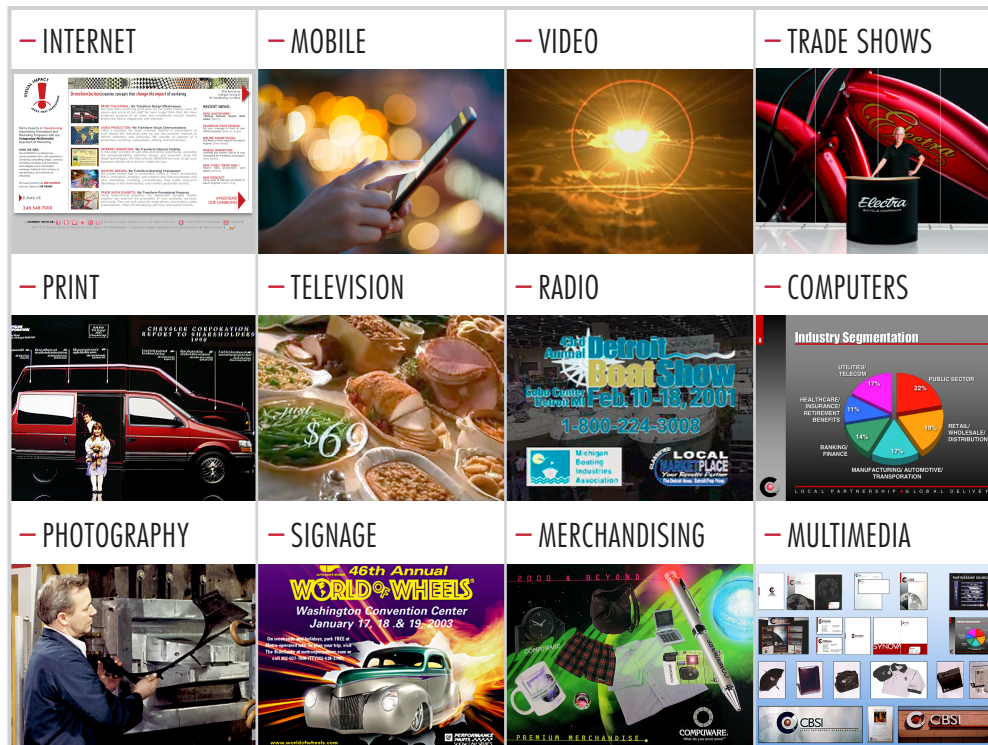
PREVIOUS POSITIONS:

- Creative Director
- Director of Marketing
- Art Director
- Production Staff

EXPERTISE:

- Comprehensive assessments
- Innovative concepts
- Strategic direction
- Compelling creative
- Detailed solutions
- Understand production
- Experienced presenter
- Managed staff
- Software usage expertise
| Adobe 'Suite' and Final Cut Pro Studio |
| Budgeting, billing and misc. production tools |

PORTFOLIO: VisualImpactSystems.com



MARK BESH | mbesh@4VIS.com | 248.548.7000



PROFESSIONAL SUMMARY

| **MARK BESH** | mbesh@4VIS.com | 248.548.7000 | 306 East 4th Street • Royal Oak, MI |

OVERVIEW:

I have a proven track record of formulating a creative vision, overseeing the solution, managing production teams, developing several projects at one time, integrating outside suppliers, and managing and tracking costs and profitability. I have a well-rounded understanding of advertising, marketing, graphic design, information presentation, Internet technologies, interactive development, and business strategies.

I have strategized, organized, and produced compelling and creative solutions for advertising, corporate identity, web sites, interactive, graphic design, TV, radio, merchandising, direct mail, live events, corporate meetings, and trade shows.

In the past, I have filled the positions of President, Creative Director, Marketing Director, Business Analyst, Industry Consultant, Product Specialist, Art Director, Project Manager, and production staff. Having worked in entrepreneurial environments in the past, I have a unique insight for the needs and expectations of the clients, as well as those of the staff.

I am a very experienced computer user, having used the Macintosh and Microsoft Windows both for over 30 years. I am proficient using the Adobe 'Suite', Final Cut Pro Studio, and a variety of other production-oriented tools. I am also very experienced with tools for presentations, project management, and budgeting.

Currently, as a Creative Director, I work with the client to develop the overall strategic direction for the project; conceptualize solutions; create art and layouts; supervise outside creative and production/programming resources; manage workflow; ensure final project implementation and client satisfaction; contribute energy and thought regarding new business development; and enhance the effort with hands-on expertise. I am responsible for the creative and strategic direction, marketing, promotions, supervision of freelancers, and overseeing client contact.

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APR '99 - PRESENT

Visual IMPACT! – Royal Oak, MI | President/Creative Director

- Develop integrated solutions for visual communications utilizing various media: print, video, web, radio, interactive, and exhibitory
- Provide a full range of design and production services, coordinating a project from concept development through final application

NOV '97 - APR '99

C.B.S.I. (now Computer Sciences Corporation) – Farmington Hills, MI | Director of Marketing/Creative Director

- Aided in the original development of a marketing group within a \$400M IT services firm. Designed, developed, and implemented a total change in corporate image, and implemented all related materials worldwide. Coordinated all of the investor presentations. Developed promotional plans, and oversaw its roll out.
- Managed an internal team of creative talent, and worked closely with outside creative agencies

MAR '90 - NOV '97

Visual IMPACT! – Royal Oak, MI | President/Creative Director [CEO of Visible, Inc. '93-'97]

- Created startup to be first to customize production-oriented computer graphics systems for the marketing and advertising industries
- Formulated the goals and objectives, and oversaw the creative and production of print, video, and Internet projects. These included corporate identity and branding programs, TV and radio spots, interactive multimedia presentations, trade show exhibits, and web site creation.
- Managed the company's growth for the first seven years. Accurately predicted a major change in the distribution methods, developed diversification strategy, and guided the smooth transition of the company focus.
- Conceived of a 'virtual corporation' concept (Visible, Inc.) and developed a business plan for interaction of three core corporations. Managed interfacing, market focus, and selection of network associates.



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WORK SUMMARY:

- Architectural Product Specialist for the computer graphics systems manufacturer, Intergraph
- Industry Consultant for the computer graphics systems manufacturer, Computervision
- Business Analyst for the computer graphics marketing division of EDS
- Art Director and Creative Director for a graphics production studio
- Director of Marketing for the IT services company, C.B.S.I. (now Computer Sciences Corporation)
- Founder and President of the multimedia company, Visual IMPACT! (since 1990)

EDUCATION:

Lawrence Technological University - Southfield, MI | Bachelor's of Science in Architecture (Computer graphics minor)

STRONG ATTRIBUTES:

- **CREATIVE:** Provide innovative visions and original concepts
- **VISUALIZATION:** Able to visualize how items will interact before they are reality
- **ASSESSMENT:** Designing a creative 'response' to defined needs
- **DEVELOPMENT:** Production and refinement from concept to reality
- **SIMPLIFICATION:** Understand highly complex 'systems' and able to logically organize
- **INTEGRATION:** Use of ideas from other industries and non-related sources
- **MULTI-TASKING:** Ability to juggle many items simultaneously
- **PRESENTATION:** Able to relate complexity to non-technical people
- **ORGANIZATION:** Skillful in time management, with efficient organization abilities, and an attention to detail
- **MANAGEMENT:** Successfully direct and manage multi-disciplinary cross-functional teams, and manage budgets
- **PEOPLE:** A team player with a demonstrated ability to interact with all levels, and to mentor, develop, and guide staff

EXAMPLES OF MY WORK:

VISUALIMPACTSYSTEMS.COM