

Mark Rubenstein

CREATIVE DIRECTION & DESIGN



CONTACT

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OVERVIEW

After studying at the Rhode Island School of Design and Parsons, my career path has taken me through a wide variety of Art Director roles, including Warner Bros., Sotheby's, Simon & Schuster, J. Walter Thompson and NBC. With a deep focus on marketing, I have broad experience strategizing, directing and creating high-end materials spanning a range of avenues for both digital and print, including brand identity, advertising, collateral, editorial, packaging, environmental and presentation, as well as copy writing and editing.

EMPLOYMENT

Warner Bros. | Director, Design Services & Presentation Strategies, Global Insights & Analytics | NYC | March 2018 - Present

Warner Bros. Global Insights & Analytics, a division of WarnerMedia, is one of the entertainment industry's premier media research operations, specializing in program, industry, consumer, and sales analyses. WBG&A has been instrumental in the launches of over 120 first-run and off-network properties including Friends, The Big Bang Theory, Two And A Half Men, The Ellen DeGeneres Show, Extra and TMZ.

Responsibilities include the strategizing, copy writing and editing, creative direction and design of highly-focused materials and assets, including targeted interactive presentations, digital initiatives and printed collateral materials utilized in selling Warner Bros. programming to broadcast/cable television networks and SVOD, as well as materials used in selling on-air advertising pods, integrations, and branded entertainment. Additional responsibilities include data visualization, establishing and maintaining brand and messaging standards, management of projects, schedules and resources, and ensuring that the Research and Sales teams receive the proper technical training and support required to consistently achieve optimum performance from all presentation materials and software.

I closely partner with WB Media Sales, WB Network Sales, WB Consumer Products & Franchise, WB Domestic Television Distribution, Telepictures Productions, DC Entertainment, WB Digital Business Development, WB Integrated Marketing and the WB Corporate Television Group.

Manager, Design Services, Global Insights & Analytics | NYC | September 2013 - March 2018

Responsibilities included the design and execution of targeted digital sales materials and assets, including presentations, initiatives and collateral. Working closely with the Research, Sales and Marketing departments, I created materials used in selling programming to broadcast/cable television networks and SVOD, as well as materials used in selling on-air advertising pods and branded entertainment.

Jewish Federations of North America | Creative, Strategic Marketing & Communications | NYC | July 2011 - June 2013

JFNA is a non-profit organization which represents 157 Jewish Federations and over 300 Network communities, which raise and distribute more than \$3 billion annually for social welfare, social services and educational needs.

Responsibilities included the conceptualization of digital and print marketing content, art and creative direction, copywriting and editing, design and production of multi-layered marketing programs. During my tenure, I developed an extensive range of branding and visual identity initiatives, including brand standard style guides, templates and formats, and oversaw their subsequent implementation.

Freelance Art Direction and Design, Digital and Print | NYC | January 2009 - Present

Lincoln Center for the Performing Arts; Scholastic; Real Estate Arts; ARTstor; Acetate Records; Letter 7 Brands; Goldberg Partners International.

Sotheby's, Inc. | Senior Designer | NYC | August 2002 - January 2009

Founded in 1744, Sotheby's is one of the world's largest and most prestigious brokers of fine and decorative art, antiquities, jewelry and real estate. Divided into three segments, Auction, Finance, and Dealer, Sotheby's services range from Corporate Art Services to Private Sales.

Responsibilities included the conceptualization, layout and execution of advertising, marketing and proposal materials, logos, catalogues, editorial, signage and exhibition design; art direction of photo shoots; coordination with marketing managers, creative directors, production department and various department heads. Additionally, I provided design direction for developing online and digital initiatives.

I partnered with teams responsible for numerous and historical record-breaking sales, including Picasso's *Garçon à la pipe* [\$104.2 million] and *Dora Maar au chat* [\$95.2 million]; Francis Bacon's *Triptych, 1976* [\$86.3 million]; the last remaining privately-held copy of *The Magna Carta* [\$21.3 million]; and the *Guennol Lioness*, a 5,000 years old sculpture from Mesopotamia [\$57.2 million].

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EMPLOYMENT

J. Walter Thompson Specialized Communications | Senior Art Director | NYC | April 2000 - January 2002

Responsibilities included the conceptualization, layout and execution of print ads, marketing and collateral material and logo design; direction and management of staff and freelance designers, writers and photographers; presentations with clients and coordination with account executives, creative directors, copywriters, traffic and production departments. **Clients included:** Merrill Lynch, Verizon, Citigroup, JP Morgan Chase, Rolex, United Nations Development Program.

Columbia House Music Club | Art Director / Senior Art Director | NYC | August 1995 - April 2000

Responsibilities included the creative production of Music Club members' magazine, circulation 8 million; conceptualization, layout and execution of magazine and all ancillary material; direction and management of staff and freelancers; working with outside photographers and illustrators; presentations and coordination with company executives, creative directors, editorial, marketing, traffic and production departments.

Simon & Schuster | Designer / Art Director | NYC | June 1994 - August 1995

Conceptualization and execution of print material for advertising, promotions and marketing, including catalogues, ads, collateral and logo design. Servicing Simon & Schuster, Scribner, Touchstone, Fireside, Macmillan, The Free Press, Atheneum, Collier, Jossey-Bass and Lexington Books.

Freelance Art Direction and Design | NYC | October 1993 - June 1994

Jerry [Della Femina] and Ketchum; USA/Sci-Fi Networks; Simon & Schuster.

NBC [National Broadcasting Company] | Designer / Art Director | NYC | February 1990 - October 1993

Conceptualization and execution of print material for Network Advertising and Promotions, including ads, collateral and logo design. Servicing NBC Marketing, Entertainment, News, International, CNBC, and Sports, including strong focus on the 1992 Summer Olympics.

EDUCATION

Rhode Island School of Design | Graphic Design Major | Liberal Arts studies at **Brown University**

Parsons School of Design | Graphic Design Major | Liberal Arts studies at **The New School**

PROFICIENCIES

Proficient on Mac OSX and PC, utilizing Adobe Creative Suite [InDesign, Photoshop, Illustrator, Acrobat], CustomShow, PowerPoint, Keynote, Quark, Wix, HTML5, CSS, Microsoft Office.