Mark Addona

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Education

Savannah College of Art and Design (SCAD)
Master of Fine Arts, Graphic Design

Syracuse University
Bachelor of Fine Arts, Computer Graphics

Teaching Experience

Ithaca College

Assistant Professor, August 2020 - Present
Department of Strategic Communications, Roy H. Park School of Communications
Ithaca, New York

Teaching Duties:
I currently teach in the Integrated Marketing and Communications (IMC) major within the Park School at Ithaca College. Here I teach visual design and art direction as well as presentation and graphic design.
Courses taught include:
- STCM 10300 Introduction to Strategic Communications
- STCM 11100 Presentation & Graphic Design
- STCM 33000 Advertising, Art Direction and Copywriting
- STCM 43000 Brand Communications

Faculty Service Activities:
- Pendleton Grant Committee (2020-2021)
- Brief Creator & Judge, AAF Creative Crunch (Fall 2020, Spring 2021, Fall 2021)
- Guest lecturer, STCM 10300: Introduction to Strategic Communications
    - Strategic Communications is Intentionally Designed: Visual Design

Savannah College of Art and Design (SCAD)

Professor, September 2015 - August 2020
Department of Advertising and Branding, Department of Graphic Design, School of Communication Arts
Savannah, Georgia

Teaching Duties:
During my time with SCAD, I taught undergraduate and graduate courses for the advertising and branding (ADBR) B.F.A. as well as the advertising (ADVE) M.A. and M.F.A. degrees. Upon request, I taught within the graphic design (GRDS) and social strategy & management (SOCL) B.F.A. degree programs as well as for SCADpro and eLearning departments. I was also selected to teach at SCAD Lacoste, the university's study abroad location, for an academic quarter.
Courses taught include:
- GRDS 285 Graphic Design Media Management
- ADBR 150 Introduction to Advertising: Concept to Content
- ADBR 205 Creative Production for Brand Content
- ADBR 212 Typography for Brand Presence
- ADBR 255 Brand Experiences in Interactive Environments
- ADBR 305 Brand Innovation: From Physical to Virtual
- ADBR 341 Designing the Brand *(SCAD Lacoste)*
- ADBR 351 Pop Culture in Advertising *(SCAD Lacoste)*
- ADBR 461 Career Strategies for Advertising
- ADVE 715 Digital Production Strategies for Advertising
- ADVE 719 Advertising Studio II: Branding Solutions
- ADVE 725 Digital Media for Advertising
- SOCL 230 Social Analytics: Content Velocity
- CLC 580 Collaboration (*SCADpro*)

Through SCADpro, I managed authentic real-world collaborations between students, industry leaders, and working professionals by leading student projects that generate design solutions for influential brands.
- Industry and Student Collaboration Projects included:
    - design challenge to develop innovative concepts that encourage sustainable action (Amazon/IKEA/Peugeot 2019)
    - six research and design sprints centered around the future in-car experience and extensions of smart mobility outside the car (Volvo 2019)
    - research and develop a comprehensive social media strategy to increase customer engagement (Venus Fashion 2019)
    - create new product and digital campaigns, for 48-hour design challenge (Open Hearts by Jane Seymour 2019)
    - increased local engagement through mobile communication (AARP 2018)
    - create new digital experiences for audiences, 48-hour design challenge (AARP 2018)
    - research and develop the enhanced digital communication for the online Healthy Living program (AARP 2017)

Savannah College of Art and Design (SCAD) Continued:

Curriculum Development:

I collaborated with faculty and academic leaders in the creation and approval of engaging new courses and degree programs in alignment with industry trends. I developed course descriptions, goals, outcomes, syllabi, and grading rubrics.
- Co-created a new Social Strategy and Management B.F.A. program at SCAD
- Created a special topics class on production design for juniors and seniors at Georgia Southern
- Adapted ADBR 255 and ADBR 205 for an online learning environment at SCAD
- Co-created ADBR 395 Creative Technology: Brand Think Tank for Product Innovation at SCAD
- Co-created ADBR 393 Art Direction: Stop Motion for Brand Content at SCAD

Faculty Service Activities:

I actively engaged in various activities to support my department while building the program's reputation.
- Faculty liaison at Red Dot awards in Berlin, Germany (2019)
- Faculty representative for Majors and Minors Fair (2018, 2019)
- Faculty representative at SCAD Day events multiple times per year (2015-2020)
- Served as faculty mentor for Future Lions teams (2016-2019)
- Served as faculty mentor for One Show Young Ones Brief teams (2018-2020)
- Served as faculty advisor for the SCAD advertising department's student group, Ad Club (2018-2020)
- Coordinated Out-to-Launch, an event where industry professionals view a curation of portfolios from top-level students in order recruit potential new hires at SCAD (2017-2020)
- Co-organized the SCADDYS, an annual award show to honor outstanding student achievement and work within the advertising department at SCAD (2017-2020)
- Attended Consumer Electronics Show to bring innovations back to the classroom (2017, 2019)
- Member of Faculty & Student Educational Technology Blackboard Resources committee at SCAD (2018-2019)
- Member of thesis review committee and M.F.A. candidacy review committee (2017-2020)

Georgia Southern University

Adjunct Professor, January 2013 - June 2013
Statesboro, Georgia

Teaching Duties:

I filled in for a professor on leave for a semester and taught two courses within the graphic design major. The ART 4590 production design class I wrote and created specifically for this semester.
Courses taught include:
- ART 2331 Graphic Design: Visual Thinking
- ART 4590 Production Design

Industry Experience

Freelance

Designer / Creative Director • 2008 - Present

I provide graphic design, branding, and consulting services for traditional and interactive media solutions including logo design, advertising collateral, website design, packaging design, booklet design, signage, and conference material.
- Clients include:
  - Current Edge Solutions
  - Becky Addona TLC Run/Grant
  - Electric Lemonade, Inc.
  - Nolia: Pure Cookie Company
  - LERN (Learning Reources Network)
  - Usher Golf
  - Black Lab Golf
  - Lavender Rose Senior Massage
  - Alienworx
  - Cifal Atlanta
  - CEM America

Electric Lemonade, Inc.

Art Director / Production Manager • January 2013 - September 2016
- Supervised a staff of six including the web design and writing teams
- Responsible for the creative direction of all client websites and collateral
- Managed Search Engine Optimization (SEO) for all client websites
- Managed monthly website maintenance and updates for over 150 national accounts
- Coordinated all new project production schedules to maximize productivity
- Managed client content strategy in collaboration with the lead writer
- Managed client requests and analytics reports
- Produced and edited client videos and audio interviews
- Concepted and created new client logos
- Created new website designs and modifications
- Google AdWords Certified and managed client Google AdWords accounts

TYTAN

Art Director • October 2009 - January 2013
Designer / Web Developer • October 2008 - October 2009
- Award winning print and web designer
- Managed a 38% increase in completed print deliverables
- Supervised department-wide planning and development of websites
- Worked with the Creative Director to finalize campaign concepts
- Assisted with pre-planning, day of, and post-production of commercials and short films
- Designed and managed Enmark's digital media marketing campaign
- Communicated with print vendors to ensure a quality finished product
- Supervised a staff of four graphic designers and three client managers
- Created two ADDY Award winning websites
- Clients included:
  - Nike
  - Red Bull
  - Hubbell Power Systems
  - Enmark
  - regional Porsche, Mercedes and Sprinter dealers

Hilton Head Island–Bluffton Chamber of Commerce

Internet Services Manager • April 2008 - August 2008
- Worked with marketing in updating and creating the website and other online content
- Developed online advertising campaigns
- Ensured that website graphics and messages followed the brand
- Designed a fold-out calendar of yearly events

Industry Awards

2012 ADDY Awards	2010 ADDY Awards	2009 ADDY Awards	2008 ADDY Awards
• 3 Gold	• 6 Gold	• Best Website	• 1 Silver
• 2 Silver	• 8 Silver	• 3 Gold	
• 1 Bronze	• 4 Bronze	• 5 Silver	
		• 8 Bronze	

Software Skills

• Adobe Illustrator	• Adobe AfterEffects	• HTML / CSS	• Macintosh OS
• Adobe InDesign	• Adobe Premiere	• Figma	• Windows OS
• Adobe Photoshop	• Keynote	• Sketch	
• Adobe XD	• Adobe Dimension	• Zoom	
• Adobe Acrobat	• Atom	• Microsoft Office	