

Mark Garcia

CHIEF CREATIVE OFFICER & CREATIVE DIRECTOR

Experienced and high-performing CCO driven by a passion for 360 design and user experiences. Over 15 years of expertise in leveraging design operations and creative strategy to drive organizational success. Adept at collaborating with cross-functional teams to tackle intricate challenges and achieve impactful results. Committed to ongoing improvement and dedicated to fostering team accomplishments.

CHIEF CREATIVE OFFICER

Majestyk | New York | December 2021 – Present

- **Strategic Vision:** Owned the end-to-end creative processes and brand strategic vision, aligning it with business goals to drive growth and elevate the brand's market presence.
- **Holistic Strategy:** Developed and executed digital creative strategies that harnessed technology and emerging trends across multiple platforms and channels. Showcased proficiency in UX, digital, content, social, and channel strategy, providing the team with expert project support and creative leadership.
- **Profit-Centric Approach:** Integrated creative initiatives with profit and loss strategies, contributing to revenue expansion and cost control.
- **Cross-functional Collaboration:** Collaborated closely with cross-functional teams, providing creative insights to influence strategy decision-making at the highest level.
- **Team Empowerment:** Provided visionary leadership by guiding and mentoring creatives to consistently deliver high-quality work, fostering a culture of invention, exploration and talent development within the company.

CREATIVE DIRECTOR & VICE PRESIDENT

Majestyk | New York | April 2014 – December 2021

- **Data-Driven Insights:** Leveraged in-depth knowledge of data analysis and integrated those insights to optimize digital performance and enhance user experiences.
- **Client Relationship Building:** Engage with clients to grasp their creative vision, establish rapport, and deliver compelling outcomes.
- **Complex UX Problem-Solving:** Optimize UX challenges across diverse platforms (native apps, web, and mobile), enhancing user interactions and experiences.
- **Visual Communication Mastery:** Visualized complex ideas in captivating presentations for internal and external stakeholders, enhancing communication.
- **Efficient Project Oversight:** Successfully managed multiple projects concurrently, striking a harmonious balance between creativity, timelines, and resources.

ART DIRECTOR

Coyne Public Relations | New York | October 2007 – April 2014

- **Strategic Liaison:** Served as a bridge between creative teams and upper management, effectively communicating creative strategies during C-suite deliberations.
- **Strategic Management:** Direct and oversee design solution creation and production for diverse client engagements.
- **Distinctive On-Brand Designs:** Craft unique, on-brand design solutions that differentiate both clients and the agency in the market.
- **Integrated Design Approach:** Collaborate with internal teams across various channels, spanning digital and print mediums, to deliver a comprehensive 360-degree design experience.

Graphic Designer October 2007 – September 2011

Senior Designer/Art Director September 2011 – April 2014

CONTACT

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EDUCATION

Bachelor of Arts in Communications

Seton Hall University

AWARDS & HONORS

- **Amplitude 2025 Most Innovative People in Product**
- **Named one of Strtpubst's 2018 33 Under 33 Emerging Tech Entrepreneurs**
- **Seton Hall University's 2017 Young Alumni Impact Award Recipient**
- **Named one of Graphic Design USA Magazine's 2017 People to Watch**
- **Captured more than 70 Industry Awards** from nation wide design competitions

LEADERSHIP

2025 – PRESENT

ADVISORY COUNCIL MEMBER

NYU School of Professional Studies

Advise on trends, innovation, and reputation to shape the Integrated Marketing & Communications programs.

2018 – 2020

FOUNDING DIRECTOR

260by26

Advise on business governance, business development, and brand identity creation across all touchpoints and collateral.

2017 – 2019

ADJUNCT PROFESSOR

Seton Hall University

Taught advanced visual design, mentoring students in design principles.

2010 – 2019

PANEL MEMBER

Seton Hall Senior Portfolio Review

Reviewed and critiqued senior design portfolios.

2010 – 2012

EXECUTIVE BOARD MEMBER

Art Directors Club (NJ Chapter)

Guided design standards and supported the organization of sponsored events.