

**MARK**  
-----  
**ARMBR  
USTER**

TravelCLICK  
1410 Key Highway  
Baltimore, MD 21230

February 21, 2010

Dear Human Resources Director,

Please accept this letter as application for the Interactive Creative Director position currently available with TravelCLICK as advertised on Monster.com

I am a Creative Director with over Sixteen years experience creating effective communications that have consistently delivered results. Most recently I directed a team of designers creating marketing and sales materials for AOL / Advertising.com. My portfolio contains work for clients in online advertising, technology, community development, corporate, retail, primary education, government and non-profit verticals.

My career has afforded me the chance to face a variety of design challenges; from web sites, multi-media design, print advertising, trade show graphics, direct mail, marketing collateral and corporate and brand identity. This diversity has allowed my employers to utilize current marketing and advertising strategies to their fullest extent to help drive sales and win new clients.

My strength as a Design Manager stems from my ability to engage clients and work with diverse teams to create cohesive and effective campaigns. I thrive in a fast paced environment where I constantly strive to exceed my own and others expectations of myself. I believe that my considerable experience, skills and drive to create exceptional work make me an attractive candidate for your company.


Please take a look at my online portfolio to see examples of some of the great work I have created. Please reach out to me with any questions or to schedule an interview. I look forward to discussing how I can positively impact your companies continued success.

<http://www.design-communicate.com/>

Thank you for your time and consideration.

Sincerely,

*Mark Armbruster*  
Mark Armbruster



**MARK**  
-----  
**ARMBR  
USTER**

[www.design-communicate.com](http://www.design-communicate.com)

410 925 7857

>> find me on

[mark@design-communicate.com](mailto:mark@design-communicate.com)

---

## SUMMARY

A dedicated and experienced professional creating communications that deliver quantifiable results. My success is ultimately measured by how many people respond to your clients message, connect with their brand, service or product.

## EDUCATION

### **Maryland Institute College of Art**

Bachelor of Fine Arts - Photography  
Baltimore, Maryland  
Sept. 1988 - May 1992

---

## EXPERIENCE

### **AOL / Advertising.com • Creative Director / Marketing**

March '07 to January '10

Manage and direct an in house Sales and Product Marketing design staff (4-6 Designers, Web Designers, interns and freelance designers). Designed and Directed Marketing and Sales materials including web and micro sites, e-newsletter, rich media demos, slick sheets, collateral, trade show booth designs, print advertising, new product logos, product launch materials and presentations for a 100+ person sales and marketing team generating multi billion dollar annual revenue. Worked with large interdisciplinary teams across multiple offices to develop complex marketing projects under extremely tight deadlines. Educated, assisted and mentored design team on all programs, design trends and online advertising industry technologies, platforms and processes.

**The Caplan Group • Creative Director** - Worked closely with clients and account executives to develop, conceive, pitch and implement creative advertising and marketing campaigns. Utilized web design, print advertising, collateral, package design, direct mail, and event promotions, as well as creating corporate and brand identities. Responsible for concepting, research, copy writing and directing photo shoots, creating accurate estimates, budgets and timelines. Managed and oversaw designers, and outsourcing of printed materials. Hands on design and production duties.

April '00 to March '07

**Graphic Visions Assc. • Art Director** - Managed full time and freelance designers. Responsible for all design projects including 1-4 color print work (concept through printing), exhibit graphics, marketing materials, corporate identity, illustration, web page design, and client interaction in a fast paced environment. Accurate job estimating.

November '97 to April '00

---

## SOFTWARE AND TECHNICAL KNOWLEDGE

I am fluent in all electronic and print design software programs on both Mac and PC operating systems. Including the Adobe Creative Suite 4 Master Collection, with extensive multimedia design experience in Flash and video editing in Premiere. Knowledgeable in CSS, HTML/XHTML, ActionScript, PHP, MySQL and Javascript. Experienced art directing photo and video sessions for in studio and on-location productions.