

# Mark Rubenstein

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## CONTACT

138 Berkeley Place Brooklyn, NY 11217 | 917 981.8223 | [mark8223@gmail.com](mailto:mark8223@gmail.com)

online portfolio [www.themarkives.com](http://www.themarkives.com) | [linkedin www.linkedin.com/in/markrubenstein](https://www.linkedin.com/in/markrubenstein)

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## OBJECTIVE

Seeking to dedicate myself to a hands-on leadership role within a highly creative, collaborative and results-driven environment where I am able to capitalize upon and broaden my professional experience.

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## OVERVIEW

- Proven expertise in creative direction, both digital and print, with an extensive background in marketing and advertising.
- Creative focus on brand identity, including collateral, presentation and logo design with a focused strategic approach for a wide range of accounts.
- Seasoned leader and creative visionary with the ability to successfully manage both staff and clientele.
- Resourceful, well rounded designer capable of project management ranging from copywriting and editing to photo shoot art direction and production, including budgets and timelines.

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## EMPLOYMENT

### **Warner Bros. | Manager, Creative Services, Media Research & Insights | NYC | September 2013 - Present**

Warner Bros. Media Research & Insights, a division of Warner Bros. Entertainment Group, is one of the entertainment industry's premier media research operations, specializing in program, industry, consumer and sales analysis. With offices in Burbank and Manhattan, WBMR&I 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.

In my present role, I am responsible for the creative direction and execution of highly-targeted digital sales materials and assets, including interactive presentations, digital initiatives and printed collateral. I work closely with the Research, Sales and Marketing departments to strategically create focused 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 across multiple channels of communication, spanning social networks, events, mobile, and other avenues.

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 and marketing materials, logo design, catalogues, editorial, signage and exhibition design; art direction of photo shoots; presentations and 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.

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## 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**

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## COMPUTER SKILLS

Proficient on Mac OSX and PC, utilizing Adobe Creative Suite [InDesign, Photoshop, Illustrator, Acrobat], Quark, CustomShow, PowerPoint, Apple Keynote, Quark, Wix, HTML5, CSS, Microsoft Word, Excel, Outlook, AtTask, FlightCheck and FileMaker Pro.