

Mark Macapagal

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Professional Summary

Digital Marketing Manager with experience designing mobile-friendly websites with HTML5 and CSS3. Versatile graphic designer with experience using Adobe Illustrator and Photoshop CS6 for online graphics, product photography, and print materials.

Experience

Digital Marketing Manager

The Main Event, Marlboro, NJ, January 2015 - Present

- Handle website redesign process with attention to SEO and User Experience (www.themaineventonline.com)
- Supervise internship program, collaborating on content development
- Design print and web graphics for social media profiles, websites, flyers, and photography technology using Adobe Illustrator and Photoshop CS6
- Conduct market research, expand online presence through website redesign, B2B email campaigns, and social media
- Manage online promotions, Facebook Ads, video marketing, and Google AdWords PPC campaigns

Intern

Cornell Asian American Studies Program, Ithaca, NY, August 2013 - May 2014

- Designed and published the Program's informational and publicity materials using Adobe InDesign, Illustrator, and Photoshop CS6
 - Updated social media profiles
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Education

B.A. Biology, concentration in Neurobiology and Behavior

Cornell University • Ithaca, NY • 2014

Skills

Graphic Design • Advertising • **Public Relations** • Office Administration • **Program Management** • Cross-Cultural Competency • **Web Development** • HTML5/CSS3 • **Adobe Creative Suite 6**