



**Mark Sylvain**  
**Content Creator**

**17 years of experience in content creation working in healthcare and media, with a strong working knowledge of brand development, digital marketing, emerging technologies, sponsorship marketing, experiential marketing and a seasoned approach to ideation and creative concept development.**

**A keen eye for design and experience with Art Direction (design and photoshoots), leading and working with designer(s) to create visually impactful creative that help clients to visualize, align to, and sign off on the “big idea”.**

**As a candidate, here’s what I could immediately bring to the table.  
I’ll inspire and motivate creative, leading by example to foster the highest caliber work.**

**A self-starter who has directed creative for major clients within in-house agencies, while working with marketing teams on their strategy and content calendars to maintain seamless creative execution.**

**I have a strong understanding of existing and emerging technologies that are on trend and applications that creatively support the effective use of technology to solve business problems.**

**I’m the type of leader who’s not afraid to get his “hands dirty” and jump in at any point to help out the team, with any job.**

**I look forward to the opportunity to speak with you further about how I can be an asset to your team.**

**Sincerely,**

**Mark Sylvain**



## Mark Sylvain Content Creator

Passionate, effective, creative thinking with over 17 years helping a wide range of clients improve their brand and business results. A senior creative executing award winning content through an array of media including social, digital, broadcast, print, out of home and radio. Ability to manage multiple projects from strategy development to final execution. Leading a team of creatives to produce the most persuasive content possible

### Education

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Ontario College of Art and Design - AOCAD  
1996 - 2000

### Experience

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#### 2015 - present

##### **SickKids Foundation - Senior Graphic Designer/Content Creator**

Art Direction through social, digital, broadcast and print while leading a small team  
Communicating with marketing/project managers on design project needs and requests and marketing calendars  
Ensuring that deadlines are met while providing exemplary creative products  
Using emerging technologies to solve business problems  
Providing knowledge and quality control for all design and brand needs  
Maintain individual brand standards across all brand platforms

#### 2008- 2015

##### **CBC Television - Art Director**

Art Directed branded elements for George Stromboulopoulos Tonight  
Elements included Broadcast, Set Design, Digital and print. Managed small creative team for the show  
Other CBC Art Direction credits include:  
2014 Sochi Olympics, 2014 CBC News Rebrand , Live Right Now

#### 2007- 2008

##### **Citytv - Senior Graphic Designer**

Design of promotional spots for programming & station branding  
Supervision/Training of in-house creative team of 3  
Art directed channel branding package that ran from 2007-2012

#### 2000- 2007

##### **Chum Television - Senior Graphic Designer**

Design of promotional spots and station branding  
Supervision of out of house post-production sessions  
Implemented training of In-House design department with Adobe After Effects, Creative Suites and Cinema 4D.  
Chum Television Art Direction credits include:  
PunchMuch, 2006 MuchMusic Countdown package design, A-Channel rebrand, Electric Circus, Born to Be

### Achievements

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Promax/BDA Design awards, New York Festivals, Applied Arts, Design at work awards