



Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Community Focused Marketing Officer with over 13 years' experience in graphic design and social media. Proposed, developed, and implemented an effective marketing strategy for a major non-profit organization. Co-Owner of a Marketing Agency focused on marketing creatives with a purpose. Effective working in both individual and team environments. Meticulous project manager that balances multiple deadlines, while maintaining a creative approach. Passionate about training team and community members. Flexible and adaptable to major changes under pressure.

 **Full Name**
Mark Quasim Bennett

 **LinkedIn**
<https://www.linkedin.com/in/mqbennett>

 **Address**
197-15 Dunton Avenue, 1A
Hollis, NY 11423

 **website**
www.mqbennett.com

 **mobile**
+1 516-439-8235

 **e-mail**
mqbennett@gmail.com

Professional Experience

● **Bonafide Lyrics & Marketing, LLC | 2017 - Present** Valley Stream, NY | Chief Marketing Officer

Creative Director of all Graphic Design & Social Media Campaigns. Advertised business services to local businesses to increase customer interactions. Created and updated monthly, quarterly, and annual budgets. Managed and calculated all account receivable and account payable accounts. Created partnerships with organizations and local officials. Created and implemented new programs and ideas that support the mission of the organization.

● **Economic Opportunity Commission of Nassau County, Inc. | 2012 - 2020** Hempstead, NY | Marketing Director / Public Relations Chair

Responsible for the planning, developing and implementation of all of the EOC's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversaw the development and implementation of support materials and services for programs in the area of marketing, communications and public relations. Directed the efforts of the marketing, communications, and public relations staff to design websites, create social media campaigns, layout newsletters, all branding materials.

● **FEDEX OFFICE & PRINT CENTER | 2007 - 2011** East Meadow, NY | Hicksville, NY | Signs & Graphics Specialist

Organized an effective production workflow by learning and administering team member skills, resulting in 71% increase in monthly revenue. Supervised and delegated all in-house graphic design assignments. Created print-ready media for incoming clients based on their business and personal needs. Ensured high customer satisfaction by performing quality control checks on all incoming orders. Coordinated inter-location partnerships to effectively complete large orders. Maintained efficient inventory levels by monitoring incoming and outgoing merchandise and completing purchase orders for supplies needed.

Skills

Proposed, planned, developed and implemented a full-scale Marketing Strategy for an official community action non-profit organization and increased online reach and interactions by 12,000%

Researched and submitted an approved proposal for a Marketing Code of Ethics to maintain company integrity on social media and other internet platforms

Established and designed company standard branding and designated a Pantone color standard for all materials

Created, implemented and presented various business and networking workshops to current and future business owners on numerous topics such as: Financial Planning, Creating a Business/Marketing Plan, MWBE, Choosing a Business, Creating a Business Workflow, Using a CRM, and others.

Produced and compiled monthly, quarterly and annual reports of the marketing process using Google Analytics, social media information, and third party software to track information.

Strategized, designed, and produced a fundraising journal and marketing materials for an annual fundraising event increasing fundraising profits by 500%

Website Design

Planned and created websites based on organization needs by utilizing: Multiple platforms including WordPress, Wix, and Adobe Dreamweaver | Advanced Knowledge of editing HTML and PHP | Advanced Knowledge of effective Search Engine Optimization(SEO) techniques to increase visibility

Social Media Management

Spearheaded, designed and implemented affective social media campaigns to increase brand awareness, drive more website traffic, increase visitor loyalty, and improve conversion rates on multiple platforms such as: Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Tumblr.

Print Design

Created and designed business cards, brochures, flyers, posters, banners and all additional print media for a multi-program non-profit organization as per the marketing standard

Initiated, created, designed, and edited a quarterly newsletter used to promote corporate programs and events to increase visibility online and increase SEO.


Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

Community Focused Marketing Officer with over 13 years' experience in graphic design and social media. Proposed, developed, and implemented an effective marketing strategy for a major non-profit organization. Co-Owner of a Marketing Agency focused on marketing creatives with a purpose. Effective working in both individual and team environments. Meticulous project manager that balances multiple deadlines, while maintaining a creative approach. Passionate about training team and community members. Flexible and adaptable to major changes under pressure.

 **Full Name**
Mark Quasim Bennett

 **LinkedIn**
<https://www.linkedin.com/in/mqbennett>

 **Address**
197-15 Dunton Avenue, 1A
Hollis, NY 11423

 **website**
www.mqbennett.com

 **mobile**
+1 516-439-8235

 **e-mail**
mqbennett@gmail.com

Education

Hampton University | Hampton, VA | 2003 - 2007

- Bachelor of Arts in English (94 Credits)
- Minor in Computer Science

Organizations:

President of Student Organization Spark O.N.E.

Poetry czar of Calliope Literary and Film Society

Certifications

- **June 2018 | Family Development Credential**
UCONN Center for the Study of Culture, Health and Human Development
- **August 2017 | Certificate of Training | HSTI Child Abuse & Neglect**
EOC of Nassau County, Inc.
- **June 2016 | Parent Leadership Institute Certification**
Child Care Council of Nassau County
- **August 2015 | Certificate of Completion |**
Citizen Preparedness Corps

Endorsements

"Mark is the consummate professional. He is a great listener and took the necessary time to understand my vision. Once he understood the vision he knocked my website and marketing materials out of the park! He goes above and beyond to deliver an excellent product and because of that, I am able to get the exposure that I need. I have even recommended him to many others including my church where he continues to exceed expectations! Thank you for your partnership with SUITABULL, Mark and look forward to working with you more in the future."

Dalton Gooding
CEO of Suitabull, LLC

Volunteer Experience

Memorial Presbyterian Church "Deacons" Protocol Manager | 2013 - 2016

- Served as liaison between Deacons Ministry and individuals in need to evaluate and process financial requests
- Referred individuals to adequate and appropriate community resources needed to increase quality of life

YES WE CAN Community Center Poetry Workshop Teacher | 2016

- Created a youth curriculum to assist in teaching about the basics of poetry
- Assisted in helping the youth create a poem to present

Dr. Martin Luther King Charter School Volunteer Assistant Teacher | 2007

Due to Hurricane Katrina, the Charter School had low staff and needed assistance with teachers to help with their students.

- Instructed middle school students on the topic of English while using poetry as a foundation
- Collaborated with teacher to assist students on various topics

Prizes and Awards



FEB '19 | Black History Month African American Entrepreneur Honoree
Nassau County Office of Minority Affairs



JUN '17 | Certificate of Special Recognition | Meritorious Program Support
EOC of Nassau County, Inc.



AUG '16 | EOC Marketing Recognition Award
EOC of Nassau County, Inc.



JUN '16 | MLK Community Service Award
Nassau County CSEA Local 830 Unity Committee



JUN '15 | Chief Executive Officer Above and Beyond Award
EOC of Nassau County, Inc.

Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

CASE STUDY | Economic Opportunity Commission of Nassau County, Inc.

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423



Iris A. Johnson | Former Chief Executive Officer
516-292-9710 | www.eoc-nassau.org

WEBSITE DESIGN - Started March 2016

The Challenge

There were a few things that the EOC of Nassau County, Inc. identified as challenges with their website.

- The layout was not modern, and it was very difficult to navigate on desktop and on mobile devices
- The EOC would like to create a way to communicate specifically with EOC staff
- The EOC did not have an effective way to communicate with the community that they serve.
- The local community many times wouldn't know about any of the upcoming events that they had.
- The EOC wanted the option to sell items on their website.
- The EOC wanted an effective way to track incoming traffic
- The EOC wanted an effective way for parents to sign their child up for Head Start



The Approach

I met with the CEO and management team to develop a plan on how the website will be designed and managed. We also decided on an email subscription system that will help create a consistent chain of contact with our community online. The Marketing Team also developed a way to quickly sign-up head start children for the school year.

Result

DESIGN: A new responsive website was designed that is mobile friendly and easily editable. All the EOC programs can be found easily, and community residents can easily contact staff through email. There is also a place to showcase upcoming events and register new Head Start children. A EOC store was created to sell tickets and t-shirts.

USER VISITS: The marketing team greatly increased their website active users from **154** in March 2016 to **1,151** in August 2016. From March 2016 – March 2020 the website has acquired **39,000** new users.



Mark Q. Bennett

MARKETING DIRECTOR | GRAPHIC DESIGNER

CASE STUDY | Economic Opportunity Commission of Nassau County, Inc.

Phone Number
516-439-8235

Website
<https://www.mqbennett.com>

LinkedIn
<https://www.linkedin.com/in/mqbennett>

Address
197-15 Dunton Avenue, 1A
Hollis, NY 11423



Iris A. Johnson | Former Chief Executive Officer
516-292-9710 | www.eoc-nassau.org

Branding - Started Fall 2015

The Challenge

There were a few things that the EOC of Nassau County, Inc. identified as challenges with their marketing & branding:

- The printed items that they provided were out of date and inconsistent
- The EOC did not have a social media presence
- As the designated community action agency of their community, the EOC wanted to different ways to promote the many things that they do in the community



The Approach

Our team worked with executive management to determine a set color and seal for the EOC Logo. Then we met with the program directors of the EOC and concluded what information is necessary in each brochure. We also presented different social media posting schedules and ideas that would benefit all the programs that they offer. We also thought of creating a newsletter that will showcase the impact that EOC has in the community

Result

BRANDING: We designated a certain color hex code for the EOC logo and created a brand for all media. We standardized all brochures so that the branding is noticed immediately

SOCIAL MEDIA: We created a social media pages on 3 major social media platforms. We started numerous social media campaigns based on the theme of the month and upcoming events.

NEWSLETTER: Started a newsletter, “The EOC Insider” to highlight past events, key employees, and upcoming programs. It is designed to be physically and digitally distributed.

