



A COVER LETTER FROM THE DESK OF MARK ALAN RETZLOFF

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To whom it may excite,
VERB

I am writing to apply for the position of Hired Gun at Your Organization. I believe
JOB TITLE A COMPANY NAME

your Organization to be a spectacular TeePee and I am sure it is a sweet
PREVIOUS COMPANY NAME ADJECTIVE NOUN ADJECTIVE

cheese to jump. I also hear that the person reading this is really pungent.
NOUN VERB JOB TITLE B ADJECTIVE

In fact, I heard they are like a yellow narwhal, worthy of 53 rubies
COLOR ANIMAL NUMBER STONE PLURAL

and 112 tacos. I would very much like to kick the person reading this
NUMBER FOOD PLURAL VERB JOB TITLE B

and would be bright if my resume was tasted among the top candidates.
ADJECTIVE VERB PAST TENSE

As Hired Gun, I believe I would have much to offer to your organization.
JOB TITLE A PREVIOUS COMPANY NAME

My skills as a acrobat and a dog groomer have proven to be very useful to
TRADE TRADE

my previous employers. I am sure with in my first 837 weeks
NUMBER MINUTE, HOUR, DAY, WEEK, MONTH OR YEAR(S)

I could single handedly increase revenue by at least 13 yen.
NUMBER CURRENCY

I highly value special-ness and awkwardness and would bring
ADJECTIVE ENDING IN -NESS ADJECTIVE ENDING IN -NESS

9 percent of my fire fighter skills to work everyday. So if you are
NUMBER TRADE

swimming for cacti, swim no further.
VERB ENDING IN -ING NOUN PLURAL PREVIOUS VERB W/O -ING

Thank you,

Mark
NAME



I'M A DESIGNER. I CREATE UNIQUE SOLUTIONS FOR UNIQUE PROBLEMS. I AM A PIXEL PUSHER, A BIG PICTURE PLANNER AND A STRATEGIC SIMPLIFIER...AND I CAN BE RANDOM. POPSICLES.

REFERENCES

"In working with Mark, we have thrown every challenge you can imagine at him, and he has done nothing but amaze and astound time and time again. He finds ways to make things work within budget that we never even imagined we could do. He's taken impossible time lines and not simply gotten the job done, but created award-winning work."

BILL STREGER
Founder & Pastor
Kaleo Church

"Mark is wicked smart and talented. I trust and love, not just Mark's skills, but his character as well. Whatever kind of organization you run, it will be better with Mark around. Period."

JOEL BURDEAUX
Founder & Pastor
Basilica Community

"He is the best graphic designer I know personally. His vast range of style clearly exhibits his ability to listen to and understand a client's vision then deliver stunning quality within those parameters. He will prove to be an invaluable member of any team."

SAM HERNANDEZ
Director of Production Services,
Cornerstone Fellowship

OCCUPATIONAL EXPERIENCE

FREELANCE CREATIVE DIRECTOR
June 2002–Present

- » Consulted more than 30 businesses, ministries and non-profits to enhance communications, marketing and brand management

CREATIVE DIRECTOR
Living Water International, Houston, TX
January 2010 - Present

- » Hired and managed a team of designers, writers, social media gurus and interns
- » Designed and developed new website, peer-to-peer fundraising application, iPhone app, gift card based alternative giving program
- » Produced annual fundraising event raising over \$6 million to date

LEAD GRAPHIC DESIGNER
Cornerstone Fellowship, Livermore, CA
October 2007 - July 2009

- » Provided art direction for worship gatherings, set design, video production, web design, print collateral and interior décor

COMMUNICATIONS DIRECTOR
Kaleo Church, Houston, TX
July 2004–October 2007

- » Developed brand architecture including logo, collateral pieces, website and copy writing

SKILL SET

PRINT DESIGN & PRODUCTION

- » Photoshop
- » Illustrator
- » InDesign
- » Acrobat

WEB DEVELOPMENT

- » XHTML, CSS

MISC.

- » Audio Engineering, Live & Studio
- » Event Production Design & Management
- » Motion Graphics
- » Music Composition
- » Photography
- » Set Design
- » Videography
- » Magic