

# Mark-Anthony Cambria

Graphic Designer

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## EXPERIENCE

### theScore

April 2024 - November 2025

Marketing Designer

- Designed high-performing advertising and editorial creative for social, mobile, and digital platforms, utilizing A/B testing on "Bet \$10 Get \$100" promotions to drive user registrations.
- Collaborated closely with marketing and analytics teams to iterate on creative assets based on performance data, audience behavior, and platform-specific engagement metrics.
- Developed modular design systems and reusable templates, increasing production efficiency by 40% and enabling rapid campaign launches and testing cycles.
- Produced high-volume creative assets under tight deadlines, maintaining rigorous consistency across multiple campaigns and major partners such as ESPN, the NHL, and the Blue Jays.

### MAC Designs

January 2020 - Present

Freelance Designer

- Developed comprehensive visual identity systems and brand guidelines for organizations in the sports and technology sectors, ensuring scalability across all touchpoints.
- Designed full-funnel campaign tools, including digital ad sets, email libraries, and event signage.
- Managed the full project lifecycle, from initial concept and "Swiss Minimalist" aesthetic execution to final technical delivery.
- Provided strategic consulting and art direction for community organizations to modernize their digital presence and improve user retention through clean UI/UX interfaces.

### Pour 3 Points

April 2023 - April 2024

Marketing and Communications Advisor

- Led visual content strategies for digital campaigns that resulted in a 30% increase in audience engagement.
- Strengthened brand storytelling across multi-channel deployments, ensuring linguistic and cultural relevance for Quebec audiences.
- Orchestrated the planning and design of digital campaigns, guaranteeing messaging consistency across social media, web, and newsletters.
- Unified the brand's visual language across all platforms to support long-term educational and sports marketing initiatives.

## EXPERIENCE

### Montréal Alliance

October 2021 - April 2023

Marketing and Digital Content Manager

- Directed the execution of digital marketing creative across all channels, aligning brand and campaign objectives with the game schedule.
- Supervised a complete visual identity overhaul, significantly improving brand consistency and audience engagement across digital platforms and in-arena.
- Designed large-scale campaign assets, including digital signage, jumbotron graphics, and promotional material for stadium environments.
- Managed high-volume campaign production in cross-functional collaboration with content, marketing, and production teams to validate all deliverables.

## EDUCATION

### John Molson School Of Business

August 2016 - July 2020

Bachelor of Commerce, Major in Marketing

### Champlain College Saint-Lambert

August 2013 - May 2016

Diploma of College Studies (DEC) in Sports Marketing and Sports Management

### Collège Jean-Eudes

September 2008 - June 2013

High School Diploma

## CERTIFICATION

### Google UX Certification

December 2025

Intensive training on the complete design process, from user research to Figma prototypes.

## SKILLS

### Marketing & Design

Brand Identity  
Typography  
Visual Hierarchy  
Design Systems  
Performance Marketing  
A/B Testing  
Multi-Channel Campaigns  
Data Analysis

### Tools

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe After Effects  
Figma  
WordPress  
Framer  
Claude Code

### Languages

English  
French