

mark sabino design



let me explain.

art/creative direction

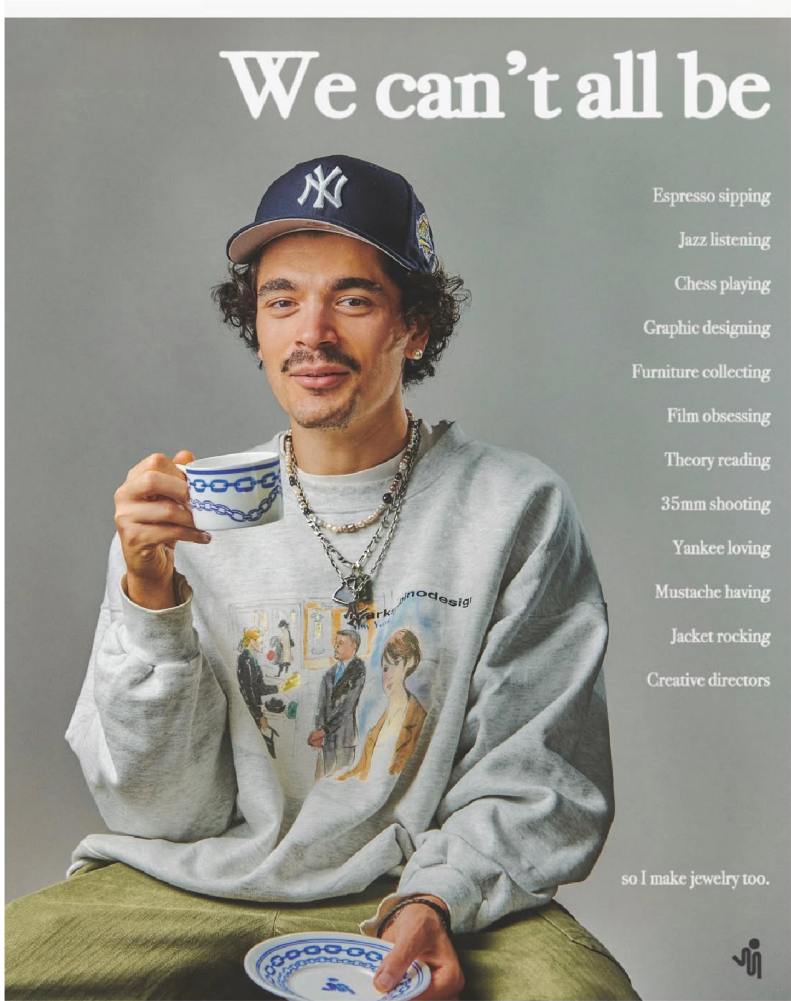
Ads on social media are a lot like billboards on the side of a highway, you're moving so fast you only notice the ones that really stand out. Growing up on the internet made me and my generation hyper-aware of all the different types of marketing. Every day we are barraged with ads telling us how this car cares about depression, how our favorite influencer knows exactly which face wash to use, how boring real life is. I like to take a more transparent approach to marketing, being completely open about my intentions with the audience. I direct, (usually) photograph, and write every one of my ads. What I'm trying to do with my approach is help people appreciate the art of advertising itself, and tell true stories.



Brand need help?

Meet our team!


1. Mark - Product Design
2. Mark - Creative Direction
3. Mark - Ad Direction
4. Mark - Consultation



We can't all be

- Espresso sipping
- Jazz listening
- Chess playing
- Graphic designing
- Furniture collecting
- Film obsessing
- Theory reading
- 35mm shooting
- Yankee loving
- Mustache having
- Jacket rocking
- Creative directors

so I make jewelry too.



copywriting

I love words. Using the wrong words can mean the difference between a message received and a message ignored. There's nothing that can make an ad age worse than trying too hard to use buzzwords. Every sentence in an ad tells a story, so it's best to make it a captivating one.



**a weight
off your
shoulders.**

There are already enough things to worry about now, what you put on your head shouldn't be one of them. There's a lot of value in a Classic, something that goes with anything without any second guessing. Something that never runs the risk of going out of style or feeling dated. Add in details that matter like chainstitch accents and a soft leather strap with custom hardware, and you got something that will last you a long, long time. Say hello to your new old reliable.

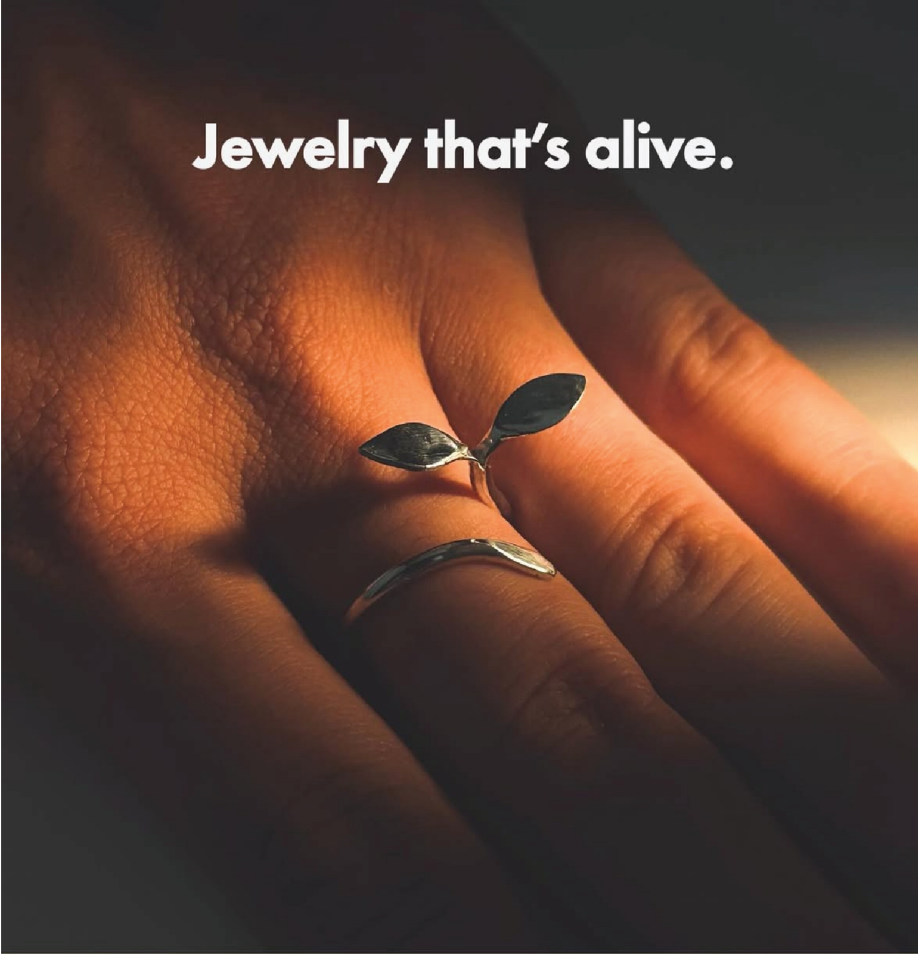


The Joy of Cooking.

When it comes to a proper patina, just like any other recipe, there's no substitute for good ingredients. In our time of fast food and fast fashion, it can be tempting to want everything premade and instantly, but where's the fun in that? For some, the joy of cooking, whether it's dinner or a shoe, comes from the personal touches that make something truly special. A story built through every step, scrape, and scuff. Character doesn't come in a box, it comes from experience. Luckily, these are well prepared. Like a nice steak, sure they look great in the store, but even better after some time in the heat, seasoned to perfection.

The Center Lo in Off White/Gum by **P.F. Flyers**

copywriting




Jewelry that's alive.

Something special happens when cool metal meets warm hands. Whether it's the hands that make it or the ones that wear it, they breathe life into something otherwise unfeeling or inanimate. It becomes more than just decoration, it transforms into a part of us. It lives alongside us.

It will be there at our best, and our worst. It tells a story. A familiar reminder of how far we've come, and how much we have left. Over time, it will change with us. Jewelry ages, patinas, develops nicks and scratches that give it character. Just like us.



hello@marksabinodesign.com



Like tattoos you can take off.

(even if you don't want to.)

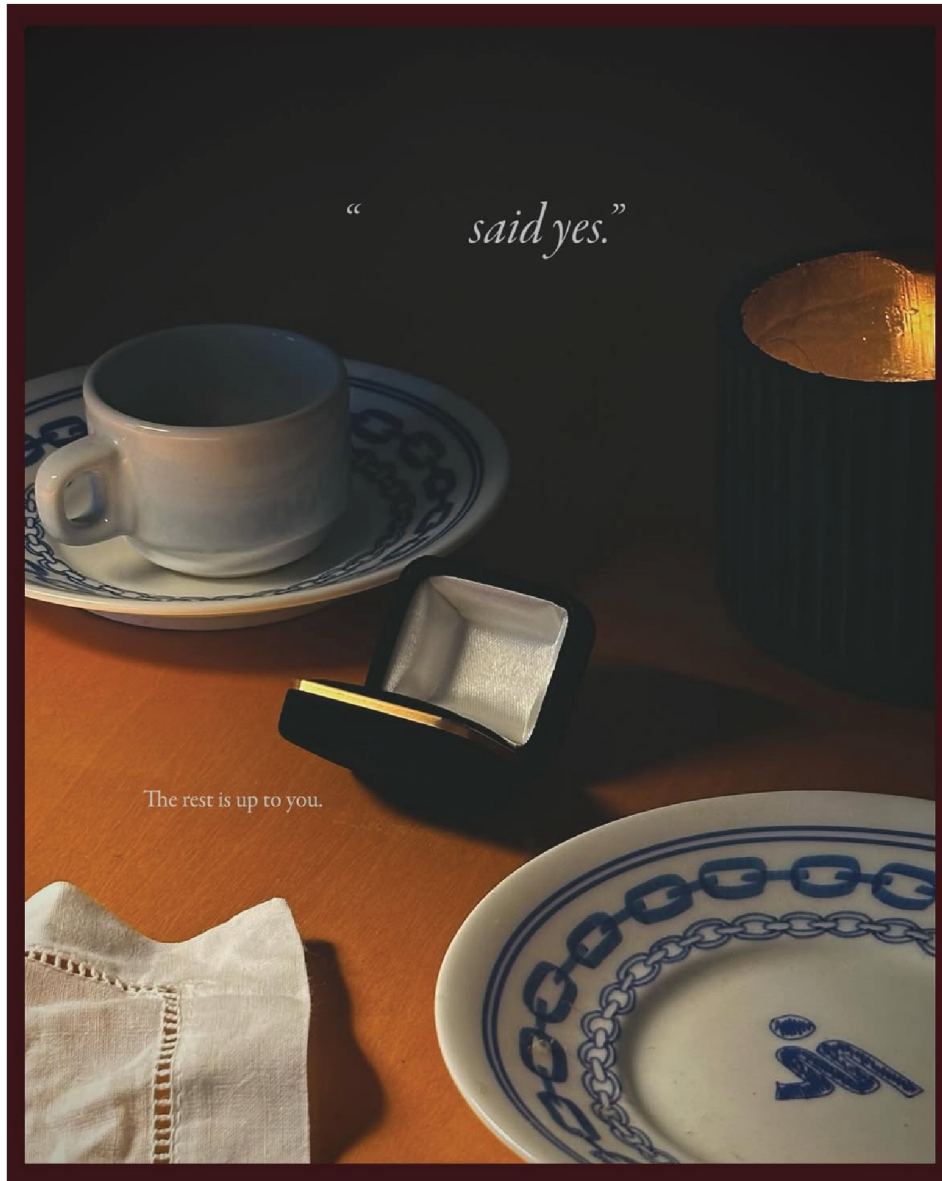
Sometimes you find something that means a little bit more to you. A word, a symbol, an album, a movie, something just *sticks*. It speaks to you in a way that goes beyond words. You want to have it with you always, a reminder of the personal memories you share with it. Something that lasts forever.

But needles can hurt.



copywriting

Sometimes less is more...



copywriting

...a lot less, a lot more.

“h”

You'll hear that a lot.



additional writing

Longer form / critical writing can be found on my substack.

substack.com/@marksnotnice

marksabinodesign.com

hello@marksabinodesign.com

[@marksnotnice](https://www.instagram.com/marksnotnice)



a part of you.

