

## ABOUT SYMPPLY MARKETING

Symply Marketing is a boutique marketing and public relations firm founded on the belief that good work is always done from the heart. We help small businesses, creative professionals, and emerging brands find their voice, grow their presence, and build meaningful connection with their communities.

Whether we're handling press for a fashion week show, launching a music event, or designing a strategy for a mom-and-pop café — we lead with the client's truth. We don't believe in templates. We believe in people.

Symply specializes in:

- Marketing strategy and creative direction
- Branding, visuals, and social media presence
- Sponsorship, partnership, and event planning
- Media outreach and earned press
- Artist and personality management

Our impact spans press outlets like The New York Times, New York 1, and Good Morning Vail, as well as grassroots projects that matter just as much — community events, cultural showcases, and small-town launches with big-hearted impact.



[www.instagram.com/symplymarketing](https://www.instagram.com/symplymarketing) | 4800 North Federal Highway, Suite 200B | Boca Raton, Florida | 33431

## ABOUT MARK SANTANA

Mark Santana, also known professionally as Mark Masters, is a lifelong creative strategist with an eye for culture, connection, and brand momentum. He is the Founder and CEO of Symply Enterprises, LLC — the umbrella for all things Symply, including Symply Marketing, of which he is the Director of Marketing & Public Relations.

Mark's influence is multi-regional, spanning the creative corridors of South Florida, the New York City metropolitan area, and Colorado's Vail Valley. From the shore towns of New Jersey to mountain towns of the Colorado High Rockies, Mark brings a rare blend of style, storytelling, and substance that feels both local and limitless.

With a background in hospitality and over a decade of experience as a top-tier bartender and mixologist, Mark blends luxury lifestyle sensibility with grassroots passion. His work has recently expanded into the wellness space, helping to brand, launch, and scale events like Ice-A-Palooza, a cold plunge and fitness experience fusing wellness, music, and community in South Florida.

Mark believes deeply in the power of small business as the soul of the American economy. He has supported artists, creatives, and founders through brand launches, local campaigns, and national press efforts — helping new ideas come to life with purpose and polish.

He's traveled with musicians from the Blue Ridge Mountains of Virginia to music showcases in San Diego, and from Seattle to Miami. Every project he touches is grounded in lived experience with a touch of refinement — simple elegance and class that doesn't change things, but instead elevates them.

Everything Mark touches is done from the heart — designed to resonate, ready to grow.

Virtual Business Card | [www.instagram.com/\\_markmasters](https://www.instagram.com/_markmasters) | [mark@symplymarketing.com](mailto:mark@symplymarketing.com) | 305-849-9646

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