

ABOUT ABSOLUTE STUDIOS

Short Tagline

Absolute Studios is a full-service creative marketing agency offering branding, digital marketing, video production, social media and more. We combine professional, creative production with a custom marketing strategy tailored to your goals.

Short Company Description

What you say matters. How, where, and to whom you say it matters more. Our in-house team handles everything from digital marketing and branding to video production, web design, and social media, creating content that resonates with your audience and brings them back. We don't just tell your story. We make sure it reaches the right people, in the right place, at the right time, with campaigns that are consistent, cohesive, and impossible to ignore.

Company Founders

MacDalton Berns

President & CEO, Absolute Studios

MacDalton Berns is the President & CEO of Absolute Studios, where he has led the organization for the past 20 years, guiding its evolution into a growth-focused, performance-driven enterprise. Under his leadership, Absolute Studios has partnered with more than 2,000 brands and achieved record-setting sales in 2025.

Across his 25+ year career, Mac has helped more than 2,500 brands grow and adapt in competitive markets. Prior to leading Absolute Studios, he worked with more than 500 brands as an Account Executive at Forum Communications Company, developing a strong foundation in media strategy and client growth. As chief executive, Mac oversees governance, legal oversight, financial strategy, acquisitions, and business development across multiple companies. He directs major investment decisions, leads new business development efforts, and signs all principal agreements. He also guides the organization through the EOS® Traction framework to ensure strategic clarity, accountability, and disciplined execution.

In addition to executive leadership, Mac remains actively engaged in KPI-driven marketing strategy for key clients, ensuring that marketing initiatives are directly aligned with measurable business outcomes. He also oversees talent acquisition, compensation strategy, and performance systems, having hired and developed more than 50 employees and supported over 100 interns during his tenure.

Mac previously served as an adjunct professor at Concordia College, the University of Mary, and Rasmussen College, teaching marketing and management disciplines. He is a two-term President of the American Advertising Federation of North Dakota (AAF-ND), a founding board member of the F5 Project, has served on the board of the Roger Maris Celebrity Golf Tournament, and was named Volunteer of the Year by River Keepers.

He is known for combining financial discipline, operational clarity, and strategic marketing insight to help organizations achieve sustainable growth.

Mark Huesman

Chief Creative Officer

Mark Huesman was born on January 5, 1976, in Detroit Lakes, Minnesota, and raised in nearby Lake Park in the same home where he grew up. The son of a bulk oil salesman and a USPS employee, both of whom retired from the same jobs they held his entire childhood, Mark developed his work ethic early. His father's 45-year career without ever taking a sick day left a lasting impression and instilled in him a deep respect for discipline, reliability, and perseverance.

Mark's upbringing revolved around small-town values and lake life at Lake Maud, where his family had a cabin. Summers were spent swimming, water skiing, knee boarding, and embracing what locals proudly call being a "lake rat." At the same time, he developed a natural inclination toward drawing, painting, tinkering with tools, and fixing things, interests that would quietly shape his professional future.

In high school, Mark's love for art and hands-on problem solving became more focused. He worked at the local Community Co-op shop repairing lawnmowers, helping people with hardware, cutting pipe, chain and fixing propane tanks, combining creativity with mechanical thinking. Initially majoring in Art at Minnesota State University Moorhead, he eventually shifted to Advertising and Mass Communications, recognizing the opportunity to blend creativity with business strategy. He graduated with Honors, married his college sweetheart shortly after, and began his career in an unexpected way, as a graphic designer at a local web press printer.

Though it wasn't directly aligned with his degree, Mark leaned into his natural curiosity and technical mindset. He helped transition the small-town newspaper from wax-based paste-up design to computer-aided graphic design, building a portfolio from grocery store circulars and print ads while teaching himself emerging tools of the trade.

A move to Bismarck, North Dakota, brought him into a true studio environment, working under mentor Todd Clauznitzer in a fully staffed art department. There, Mark refined his layout, design, and composition skills, foundations he still relies on today. Outside of work, he restored an old home, finishing it within two years and selling it for a profit before moving back to the Fargo area to be closer to family.

Back in Fargo, Mark joined GL Ness, the region's largest agency at the time, working under Shannon Charpentier. This chapter expanded his expertise beyond design into video production, writing, web development, and strategic marketing. The technical designer evolved into a well-rounded marketer.

Around this time, Mark and his wife welcomed their first son, Noah.

The next chapter would define his career.

Mark became a partner and Creative Director in what was then Absolute Marketing Group, one of the first new agency startups in the Fargo-Moorhead market in decades. In the early days, it was three men, a few computers, and an uncertain future. They worked late nights, pooled client lists, hustled for projects, and slowly built momentum one relationship at a time.

During this growth phase, Mark and his wife welcomed their second son, Nate, and Mark somehow managed to purchase and restore two additional homes along the way.

The agency steadily gained recognition in the market, winning ADDY® awards and building a strong regional reputation. The team expanded. Designers were hired. A video department emerged. A project manager joined. During this time, their third son, Nic, was born.

Eventually, the company outgrew its Moorhead office and purchased 222 Broadway in Fargo, expanding both its physical footprint and its ambitions. Shortly after, Mark welcomed his fourth child, Ava, finally a daughter.

In a pivotal move, the agency acquired Video Arts Studios and rebranded as Absolute Studios, merging marketing strategy with full-scale video production capabilities. Today, Absolute Studios employs 18 full-time team members and serves a wide range of clients across industries, a far cry from its humble beginnings.

Throughout it all, Mark's core strengths have remained consistent, building, fixing, creating, and solving. Whether restoring homes, launching campaigns, developing brands, or mentoring creatives, he approaches each challenge with the same combination of craftsmanship and strategic thinking.

Outside of work, Mark still enjoys hands-on projects, hunting, fishing, skiing, snowmobiling, and more recently, distance running. He completed his first half marathon and is currently training for a full marathon, with aspirations of completing an Ironman. Retirement isn't on his horizon, he thrives on the daily challenge of building something meaningful, for his family, his team, and his clients.

At his core, Mark Huesman is a builder, of brands, businesses, homes, teams, and ideas, and he is still just getting started.

Products and Services Snapshot

Marketing Strategy

We build custom marketing plans that align your goals, budget, and timeline with the tactics that will work for your business.



Branding & Rebranding

We create (or redefine) the visual identity, messaging, and positioning that makes your business instantly recognizable and impossible to forget.

Digital Marketing

We use paid ads, SEO, email, social media, and content to get your business in front of the right people at the right time.

Content Marketing

We create content across all your channels that works together strategically, optimized for search and designed to reinforce your brand at every touchpoint.

Web Design & Development

We design and build websites that look great, are web and mobile optimized, and turn visitors into customers.

Video Production

We handle everything from concept to final edit, creating videos that tell your story and capture attention.

Social Media Marketing & Management

We manage your social presence, create engaging content, and run campaigns that grow your audience and drive results and connection.

Graphic Design

We design everything from logos and brochures to digital ads and packaging that looks professional and supports your brand.

Media Buying

We plan, negotiate, and place your ads across TV, radio, print, and digital channels to maximize reach and ROI.

Audio Production

We produce podcasts, radio spots, voiceovers, original music, jingles, and branded audio content that sounds polished and professional.

Animation



We bring ideas to life through motion graphics, explainer videos, and animated content that simplifies complex messages.

Email Marketing

We design and execute email sequences, one offs, and campaigns that land in inboxes, get opened, and drive action.

Search Engine Optimization

We optimize your website and content to rank higher in search results and attract more organic traffic. Photography: We capture high-quality images for your website, marketing materials, products, and brand storytelling.

Recruitment

We create targeted campaigns that attract the right candidates and help you build the team you need.

Case Studies

The Village Family Service Center

<https://www.absolutestudios.com/client-case-studies/the-village-family-service-center/>

Fargo-Moorhead Redhawks

<https://www.absolutestudios.com/client-case-studies/fm-redhawks-30th-anniversary/>

WX Force

<https://www.absolutestudios.com/client-case-studies/wx-force-rebranding/>

HIA Health

<https://www.absolutestudios.com/client-case-studies/hia-health-rebrand/>

More Case Studies

<https://www.absolutestudios.com/case-studies/>

Clients & Partners

Some more clients we've worked with:

- HIA Health
- Fargo-Moorhead Redhawks
- Snirt Stopper
- WX Force
- Family Wellness
- Alluma
- Lighthouse Construction



- The Village Family Service Center
- Cass County Sheriff's Department
- Visit Fargo-Moorhead
- Marvin
- Crown Royal Stoves
- Matthys Orthopaedics

Company Stats

As of the end of 2025:

- Years in Business: 19
- Projects Completed: 25,000+
- Clients Served: 1885+
- Team Size: 20

Contact Info

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Find Us On

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Instagram: <https://www.instagram.com/absolutestudiosmarketing/>

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