



MARY MARTIN

mary.a.martin.81@gmail.com | 4436532922 | Mount Airy, MD 21771 |
www.msquaredesigner.com | www.behance.net/MAMartin727

Summary

Dynamic and creative design professional with more than 15 years of graphic design, presentation design, proposal management, media/public relations, marketing communications, corporate communications, event/project management, social media, online campaigns and marketing/branding experience contributing to the success of corporate and nonprofit organizations.

Skills

- Project Management Expertise
 - Cross-Functional Collaboration
 - Strategic Communications
 - Print Production
 - Budget Adherence
 - Marketing Communications
 - Creative Team Collaboration
 - Deadline-Oriented
 - Strategic Thinking
 - Communications Strategies
 - Art Direction
 - Proposal Development
 - Document Management
 - Layout Design
 - Digital Illustration
 - Presentation Design
 - Microsoft Office Expertise
 - Project Management Abilities
 - Logo Creation
 - Graphic Design
 - Website Design
 - Complex Problem-Solving
 - Adobe Creative Suite
 - Visual Design
 - Branding
 - Sales Expertise
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Experience

Creative Director / Small Business Owner

06/2021 - Current

M SQUARED DESIGNS LLC

- Create and design visual concepts for various projects, such as logos, brochures, websites, and social media graphics
- Develop and present design concepts and mockups to clients for approval
- Revise and refine designs based on client feedback
- Prepare final designs for production and delivery to clients
- Manage multiple projects and deadlines simultaneously
- Stay up-to-date with industry trends and design software
- Network and market company to attract new clients and projects
- Manage finances and invoicing for freelance work
- Collaborate with other professionals, such as copywriters and web developers, to complete projects
- Create original concepts, art direction, and designs for multimedia projects
- Research emerging trends in design and technology to stay ahead of industry changes
- Collaborate with internal stakeholders to define project objectives and timelines

Senior Proposal Graphic Designer

04/2020 - Current

CONDUENT

- Develop graphical covers, headers, and footers that represent the company brand
- Conceptualize proposal graphics and create/edit high-end graphics

- Assist in the reproduction and binding/packaging of all proposal volumes for scheduled reviews and delivery
- Ensure all graphics are consistent within the proposal
- Participate in quality reviews to ensure latest graphics are included in the proposal
- Attend and participate in kickoff, daily status, and review meetings
- Produce oral presentations
- Serve multiple lines of business, including healthcare, payment services, public safety, and curbside services
- Manage multiple projects simultaneously while meeting tight deadlines
- Collaborate with clients and stakeholders to ensure satisfaction of design deliverables
- Design print materials such as brochures, flyers, and posters for marketing campaigns
- Maintain up-to-date knowledge of industry trends in graphic design technologies
- Leverage proficiency in Adobe InDesign, Photoshop, and Illustrator to design infographics, brochures, posters, and other promotional materials
- Serve as lead graphic designer for over 20 print proposals and 60 oral presentations annually
- Receive multiple accolades for contributions to British Parking Solutions

Director of Communications

10/2017 - 12/2019

MOSAIC TECHNOLOGIES GROUP

- Created and managed content for websites, press releases, newsletters, brochures and other print materials
- Directed internal communications campaigns to ensure staff are informed about changes in policy or procedures
- Collaborated with senior management on branding initiatives across all channels
- Managed social media accounts by creating content that is relevant to target audiences
- Organized events such as conferences, workshops, webinars, and seminars to increase public awareness of brand messaging
- Monitored industry trends and identified opportunities for growth through new communication channels
- Coordinated with external vendors regarding production of promotional items including apparel, signage, giveaways
- Provided support for fundraising initiatives by developing creative ways to engage donors
- Prepared monthly reports detailing progress made on various projects related to communications objectives
- Produced internal newsletter and employee communications to keep personnel informed of corporate events and programs
- Partnered with internal business stakeholders, subject matter experts, and thought leaders to develop internal and external content to highlight purpose-driven projects and unique culture
- Supervised creation of marketing materials and collateral
- Created marketing policies and procedures, evaluating, and revising to maximize team efforts
- Developed and implemented comprehensive communications strategies for multiple organizations
- Engaged with media outlets to promote organizational goals and objectives
- Oversaw the design of promotional materials such as posters, flyers, brochures, and advertisements
- Established relationships with key stakeholders to ensure effective communication of messages
- Cultivated business partnerships to build lasting relationships with internal and external

parties

- Developed and executed budget for communications department, resulting in 95% reduction in external design expenditures
- Negotiated with vendors to obtain most cost-effective pricing for product distribution

Director of Marketing

08/2014 - 10/2017

FEDERAL BUSINESS COUNCIL

- Reviewed and edited GSA Schedule proposals submitted by FBC
- Reviewed and submitted edits for all websites created by FBC prior to launch for content and usability
- Reviewed and edited outgoing correspondence produced by FBC
- Developed comprehensive marketing plans and strategies to increase brand awareness and customer loyalty
- Managed a team of marketing professionals in the implementation of campaigns, advertising, promotions, and public relations activities
- Created content for multiple digital channels including website, email newsletters, social media platforms, and other online outlets
- Conducted market research to identify target audiences and develop effective messaging strategies
- Collaborated with sales teams to create promotional materials that increased product sales
- Analyzed competitor products and services to gain insight into industry trends and opportunities
- Negotiated contracts with vendors to ensure cost-effective production of promotional materials
- Developed budgets for marketing initiatives while ensuring maximum ROI on all investments
- Monitored performance metrics such as click-through rates and conversions to measure success of campaigns
- Established relationships with external agencies or partners to expand reach of marketing efforts
- Reviewed existing processes and identified areas for improvement in order to maximize efficiency
- Tracked market trends through industry publications or online resources in order to stay informed about competitive landscape
- Provided guidance to junior team members by setting expectations, providing feedback on work quality
- Assisted executive management in developing long-term strategic plans related to growth initiatives
- Generated monthly performance metrics and analytical reports, reviewing and communicating marketing campaign successes to clients
- Executed updated marketing plans to increase branding exposure, customer traffic, and sales
- Developed and implemented strategic marketing campaigns, including site promotions and engaging digital content
- Launched integrated marketing campaign models to enhance prospect engagement
- Supervised creation of marketing materials and collateral
- Planned advertising campaigns for online, print, and other mediums
- Created marketing policies and procedures, evaluating, and revising to maximize team efforts
- Expanded personnel skill sets by mentoring marketing team both individually and in groups

Internal Operations Coordinator

07/2007 - 08/2014

FEDERAL BUSINESS COUNCIL

- Designed individualized programs and exhibitor guides for 70+ table top technology expositions and 30+ multi-day conferences per year
- Created customized invitations, drink and lunch tickets, poster designs, and badges for events and conferences
- Maintained up to date knowledge on design techniques and trends to create the most visually intriguing and informative materials
- Maintained quality control over printed documents and products
- Assisted with the implementation of new internal operations procedures
- Monitored customer feedback surveys to assess customer satisfaction levels
- Designed and created multiple flyers, brochures, booklets, and other marketing materials for clients.
- Managed the production process from start to finish including proofreading and quality control
- Created graphics using Adobe Photoshop and InDesign software programs
- Researched appropriate fonts, colors, imagery, layouts, and other design elements for projects
- Maintained records of all project files in an organized manner on the computer network
- Developed templates for easy duplication of future projects
- Reviewed proofs prior to submitting them to customers for approval or rejection
- Provided technical support and assistance with any desktop publishing issues encountered by staff or customers

Education and Training

Bachelor of Arts: Theatre Design & English
Towson University
Minor: History

01/2004

Bachelor of Science: Theatre and Film Design
Salisbury University
Minor: English

01/2001

Languages

English:
██
Native/ Bilingual

French:
██
Professional

German:
██
Limited