



MARY AUSTIN ■ **GRAPHIC DESIGNER** ■ **631.885.7532**
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PROFESSIONAL EXPERIENCE

■ **Alcott HR** Farmingdale, NY
Marketing Specialist Aug. 2015 - Present
Responsible for day-to-day marketing operations, including traditional and digital design projects (collateral, internal documents, presentations, direct mail, logo and branding design, advertising), social media content creation, email marketing (client communications and targeted sales campaigns), live and webinar-based event planning, trade show coordination, copy writing and editing, digital recruiting, list research and management, general sales support, website management through WordPress.

■ **HJMT Public Relations, Inc.** Long Beach, NY
Senior Creative Director Aug. 2013 - Aug. 2015
Designed, coordinated and directed all creative work for a boutique public relations agency, from concept and design to production and delivery. Responsibilities included traditional print design (business cards, signage, brochures, annual reports, direct mail, email design) web design & blog management, web content writing & creation, social media graphics, branding and logo design, media buying & research, sales support, advertising brainstorming and copy writing, photography and video. Managed creative services intern.

■ **Craig Daily Press** Craig, CO
Graphic Designer Feb. 2013 - July 2013
Designed digital and print advertisements for clients advertising in our newspapers, magazines, supplemental sections and promotional materials. Collaborated with sales team and clients to create effective advertisements. Worked simultaneously on special projects and daily advertisements in order to meet tight deadlines for all publications. Design responsibilities included logo design, branding, copy writing and editing, customer service, photography and ad design.

Page Designer Feb. 2012 - Feb. 2013
Designed page layouts for a newspaper and monthly magazine on a strict deadline. Edited copy for errors and grammar. Photographed spot news and feature stories. Conducted interviews on a weekly basis. Prepared and uploaded online content, including photos, video and other documents through Ellington CMS.

■ **University of South Carolina** Columbia, SC
Student Housing Designer May 2011 - Dec. 2011

■ **The Post and Courier** Charleston, SC
Photography Intern May 2010 - Aug. 2010

KNOWLEDGE & SKILLS

- Proficient with Adobe Creative Suite CC: InDesign, Illustrator, Photoshop, Acrobat, Premiere
- Expertise in best practices for print and digital layout design, including advertising, newspaper, magazine, email, newsletter, presentation, proposals, internal forms and documents
- Social media content creation, scheduling and management
- Email campaign conceptualization, design and deployment (MailChimp, Exact Target, Constant Contact)
- Logo creation and identity branding
- Typography, layout principles and color theory
- Data visualization, infographic, chart and graph creation
- Copy writing and editing experience using AP Style
- Proficient with Microsoft Office: Word, Excel, PowerPoint
- Experienced in deadline-driven work environments
- Event planning (booth design, vendor coordination, promotion, day-of management and networking)
- SEO implementation (keyword density, title tags, research)
- Website design & management (WordPress)
- Basic HTML, CSS and PHP troubleshooting
- Photography and video shooting
- Post-processing and retouching
- Video production in Premiere, Final Cut Pro, iMovie
- Experienced with file organization and archiving
- Working knowledge of animation and Adobe AfterEffects
- Digital recruitment management (online job listings, phone screenings, interview scheduling)
- List research and management

EDUCATION

■ **University of South Carolina** 2007 - 2011
Bachelor of Arts in Visual Communications

VOLUNTEERING & ORGANIZATIONS

■ **Greater Nassau Chorus** May 2016 - Present
Membership Co-Coordinator

■ **United Nations Online Volunteering** 2015
Annual Report Design for Red Deporte Cooperacion

AWARDS

■ **2012 Colorado Press Better Newspaper Contest**
Best Editorial Layout & Design, Best News Page Design, Best Cover Design, Best Photo Essay, Best Photography Portfolio