

# Mallory McCreary

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- More than 10 years' experience in all aspects of creative communications: strategy, analysis, promotion, copywriting, design, and production
- Creative designer for all types of printed materials; thorough knowledge of four-color printing processes
- Motivated, efficient, and effective problem-solver; strict attention to detail and deadlines
- Proven ability to lead projects from rough concept through to successful completion

## EXPERIENCE

**Various companies, Freelance Graphic Designer**

New York, NY, and Los Angeles, CA, July 1999–present

Work in a variety of industries to design print-ready digital files for editorial, packaging, advertising, and promotional materials. Highlights include:

- *Advanced Bionics*: Designed consumer catalogs, brochures, and promotional materials for high-end medical implants intended for deaf people and those in chronic pain.
- *Comedy Central*: Worked with art directors and senior management to produce DVD packaging, print ads, outdoor advertising (aerial banners, bus wraps, billboards, and phone booth posters), and giveaway products for *Chappelle's Show*, *Reno 911*, and other top TV shows
- *Martha Stewart Living Omnimedia*: Built dielines and created packaging for hundreds of products in the Martha Stewart Everyday line at Kmart, ensuring strict adherence to brand guidelines and shelf presence.
- *Macmillan/McGraw-Hill*: Designed educational materials such as teachers' guides, transparencies, and CD packaging.
- *The Discovery Channel*: Designed packaging for kids', adult, and pet products sold in Discovery Channel stores.
- *Insurance Services Office*: Lead designer for two monthly and four quarterly newsletters. Negotiated competitive prices and services with printers and other outside vendors.

**shakeoffthecity.com, Founder**

New York, NY, 1997–2003

Created the only online information source for regional travel from New York City. Managed entire business, including strategic planning, budgeting, marketing, public relations, content development, and site design.

- Created comprehensive, unique database of tourist attractions and accommodations in 15 vacation regions within a few hours' drive of New York City; presented information in an easy-to-use, searchable format.
- Wrote all site content including travel-related articles and lodging reviews, navigation text, and monthly e-mail newsletter.

**Jupiter Communications, Copywriter**

New York, NY, March 1998–July 1999

- Wrote all of company's business-to-business marketing and promotional materials selling proprietary market research.
- Transformed heavily academic, jargon-laden descriptions into saleable, punchy prose.

**American Banker, Senior Marketing Manager**

New York, NY, July 1996–Feb. 1998

- Created all ad sales promotional material for American Banker daily and monthly publications; planned special promotions and product launches; managed production of custom publishing pieces.
- Managed staff of two; hired and managed designers and agencies; worked with printers and other external vendors.

**National League for Nursing, Copywriter**

New York, NY, April 1995–July 1996

Wrote copy for and managed design and production for test catalogs, conference brochures, membership direct mail packages, research services, and other marketing pieces. Worked with staff at all levels across all departments.

**National Trade Productions, Marketing Coordinator**

Alexandria, VA, Dec. 1993–April 1994

Wrote copy and marketing analysis for FOSE, the second largest computer trade show in the country. Increased attendee and vendor participation. Negotiated free advertising. Hired, trained, and supervised telemarketers.

## EDUCATION

**Boston University**, Collaborative Degree Program, *cum laude*

Boston, MA

B.S. in Journalism, B.A. in International Relations, *with distinction*

May 1993

**The School of Visual Arts**, New York, NY, various fine arts classes

1998

**Parsons School of Design**, New York, NY, various graphic design classes

1996–1997

**COMPUTER SKILLS:** Proficient in InDesign, Quark XPress, Illustrator, Photoshop, ImageReady, Dreamweaver, BBEdit, Word, Excel, and FileMaker Pro on Macintosh.