

MARY BLACKSTOCK

CREATIVE DESIGN PROFESSIONAL

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CONSULTING CREATIVE DIRECTOR - FAMILY CONNECTIONS

October 2019 - Present

Responsible for all brand visual communications and the execution of integrated campaigns across multiple touchpoints.

- Provide direction for, and management of, all creative projects for target audiences to meet business objectives and deadlines, within budget. This includes, but is not limited to, brochures, consumer guides, digital and print advertising, direct mail, email communications, event materials (in-person and virtual), invitations, presentations, press kits, promotional products, PSAs (TV and radio), signage, social media content, stationery, and websites
- Implement design strategies to achieve brand awareness and increase fundraising and sponsorships; develop creative briefs and collaborate closely with all internal departments, advancement leadership, board of directors, community partners, marketing team, and program staff to meet desired communications needs; create design templates for all departments; oversee production process of all materials
- Evolve and steward the brand, oversee rollout of re-brand initiative; provide brand training and support for stakeholders across 30+ programs; ensure consistent application of brand identity; maintain and expand brand book; ensure all creative aligns with brand standards; work with DEI committee and spearhead efforts to ensure all materials are inclusive and ADA compliant; hire and direct photographers; grow and maintain media library; ensure all imagery is diverse, reflects the brand personality and aligns with mission
- Meet the evolving needs of the organization to nurture and develop new capabilities; recommend tools and resources to team members to enhance quality of work and productivity; establish budgets and schedules for all creative projects
- Build, maintain and manage a network of creative partners and vendors
- Mentor and train entry-level staff members

CREATIVE CONSULTANT

December 2011 - October 2019

Successfully founded creative consulting business; maintained and managed all aspects of the business.

- Provided creative direction and design for an extensive range of digital and print projects, including but not limited to: advertisements, apparel, brand identity, ecommerce, events and environments, invitations, logos, packaging, promotional products, presentations, publications, social media, websites, and visual merchandising
- Worked closely with key stakeholders to provide support and project management
- Ensured designs reflected clients' core values, mission, and DEI initiatives
- Implemented strategies to achieve continued growth and profitability for clients
- Directed fashion shows and photo shoots for clients

Clients: The Acclaim Group, *American Optician*, *ARTnews Magazine*, Baby Mantra, Brach Eichler, British Airways, Centers for Disease Control and Prevention, Cherriflip Cosmetics, Clairol, Coty, Inc., Eleni's Bakery, Euro RSCG (now Havas), Häagen Dazs, R. Hall & Associates, Dr. Dassie Hoffman, Hudson's Bay, Ignite Yoga Center, *Index Magazine*, Inherent Healing, The Integrated Family, Jewish Family Service, The Knot, Kodak, La Studio Violetta, Elle MacPherson, Megan Maloy Photography, *New York Magazine*, NIMBL Healthcare, Orna Skincare, Parents.com, Pfizer, Phillips, Procter & Gamble, ProSight Specialty Insurance, P.S. 1 Museum, Rolex, Rome Fabrication, Scholastic, Brooke Shields, Sprint, Sterling Sound, Stonebridge Development, J. Walter Thompson (now Wunderman Thompson), Volvo, *The Wall Street Journal* and Wyndham Hotel Group

CREATIVE DIRECTOR, FOUNDING PARTNER - LOTUS & BUG, LLC

March 2014 - October 2019

Built children's and women's apparel brand from ground up. Demonstrated history of increasing profits year over year.

- Provided creative direction for all branding, ecommerce, marketing communications, social media, and visual merchandising; ensured messaging and visuals were consistent across all channels
- Collaborated with team members on apparel design and development; produced handmade goods including screen printing and hand finishings
- Directed fashion shows and photo shoots
- Continuously analyzed and forecasted business; implemented strategies to achieve continued growth and profitability
- Hired, trained, mentored and managed entry-level staff and interns

MARKETING DESIGN DIRECTOR - ROTHSTEIN KASS

November 2007 - November 2011

Provided creative direction for, and project management of, all marketing communications.

- Provided design direction for all external branding and marketing projects for interactive and print, including but not limited to, advertising, brochures, corporate identity, direct mail, and email campaigns, internal-facing collateral, intranet, invitations, networking, and public websites, newsletters, presentations, promotional products, quarterly alumni publication, signage, and white papers; worked closely with third-party vendors to produce new business materials; oversaw print production and ensured all printed materials were FSC-Certified
- Built identity systems; created brand guidelines
- Worked with core marketing team to determine strategy and vision on all creative projects; presented and recommended strategies to build business; ensured final products aligned with marketing initiatives
- Hired, trained, mentored and managed entry-level staff

DESIGN DIRECTOR - GSW WORLDWIDE

October 2005 - October 2007

Oversaw concept and design of interactive and print projects through to completion for a wide range of advertising clients.

- Oversaw concept and design of interactive and print projects through to completion for marketing and public relations departments; provided art direction of ad campaigns, brochures, corporate identities, direct mail, email campaigns, outdoor media, packaging, and presentations; directed photo shoots; primary accounts included Merck and PAR Pharmaceuticals
- Worked closely with Director of Creative Operations to develop budgets and timelines for all projects
- Hired, trained, and managed entry-level and freelance staff; mentored entry-level staff

GRAPHIC DESIGN CONSULTANT - HOFFMAN LA-ROCHE

April 2003 - September 2005

Worked with core marketing team to determine strategy and vision for all creative projects.

- Provided design direction for, and project management of, a multitude of interactive and print projects for Roche products including, but not limited to: corporate identity packages, intranet, networking and public-facing websites, and marketing communications; ensured final products aligned with initiatives
- Managed independent workflow
- Worked closely with third-party vendors to produce new business materials

VOLUNTEER WORK

Board of Trustees Advisory Committee Member, Advancement, The Hudson School

Parent Linking Program for Teen Parents, Passaic High School

Montclair Cooperative School

Housing Works

Bellevue Hospital's Children of Bellevue Center

AWARDS

Davey Award for Graphic Design

PRESS

Better Homes and Gardens / YOGA + life / Time Out New York / Vogue / Yoga Journal

SKILLS

Mac OS // 32auctions / Adobe Creative Cloud / Canva / Etsy Shop / Frontify / Givebutter / GoFundMe / Later / Mailchimp / Mindbody Online / Microsoft 365 / Shopify / Wix / WordPress // Facebook / Instagram / LinkedIn / TikTok / X / YouTube

EDUCATION

B.A. Sarah Lawrence College

Independent Study

Parsons School of Design

School of Visual Arts

Sorbonne Université