

# MARY BLACKSTOCK

## PROFILE

Passionate about beautiful, functional design, I am an established creative professional with over 15 years of experience. I have a proven track record of leadership and success working with a diverse range of clients, encompassing an extensive variety of digital and print projects. With a strong creative focus and a commitment to personalized service, I am highly skilled in art direction, branding, creative direction, graphic design, and typography. I collaborate closely with brands to understand their needs, delivering effective solutions for every project, from concept to completion.

I am accomplished in boosting brand awareness, reducing marketing budgets through cost-effective solutions, and increasing brand engagement by implementing innovative design solutions across all platforms. I bring my passion, expertise, and a great eye for design to every project I embark upon.

My work has appeared in *Better Homes and Gardens*, *YOGA + life*, *Time Out New York*, *Vogue*, and *Yoga Journal*, and I am the recipient of the Davey Award for Graphic Design.

## EXPERIENCE

### CREATIVE CONSULTANT

December 2011 - Present

**Spearhead creative consulting business, built from the ground up. Drive business growth through impactful, creative solutions, delivering 100% client satisfaction to over 45 clients across 20+ industries.**

- **Craft visual stories** that align with clients' core values and mission that resonate with their target audiences to elevate their brands
- **Direct creative design** for an extensive range of digital and print projects and products, including advertisements, apparel, brand identity, e-commerce, events and environments, invitations, logos, merchandise, motion graphics, packaging, OOH, promotional products, presentations, publications, retail graphics, social media, websites, and visual merchandising
- **Lead projects and teams**, working with key stakeholders to implement measured strategies for continued growth and profitability

#### Clients Include:

The Acclaim Group  
ARTnews Magazine  
Baby Mantra  
Brach Eichler Attorneys at Law  
British Airways  
Centers for Disease Control and Prevention  
Clairol  
Coty, Inc.  
Dolls for Humanity  
Eleni's New York  
Euro RSCG (now Havas Creative)  
Family Connections  
Häagen Dazs  
R. Hall & Associates  
Peter Halley  
Dr. Dassie Hoffman  
Hudson's Bay  
Ignite Yoga Center  
Inherent Healing  
The Integrated Family  
Jewish Family Service  
Kelly's K9s, Tails of Courage

Kelly Sutliff LPC  
The Knot  
Kodak  
La Studio Violetta  
Elle MacPherson  
Megan Maloy Photography  
MoMA PS1  
New York Magazine  
Orna Skincare  
Parents  
Pfizer  
Phillips  
Procter & Gamble  
Roche  
Rolex  
Scholastic  
Brooke Shields  
Sterling Sound  
Stonebridge Development  
Thrive Therapy Services  
J. Walter Thompson (now VML)  
Volvo  
The Wall Street Journal

## CONTACT

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### AWARDS

Davey Award for Graphic Design

### PRESS

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

### SKILLS

Mac OS //  
Adobe Creative Cloud Pro  
· After Effects  
· Express  
· Illustrator  
· InDesign  
· Photoshop  
32auctions  
Amazon Stores  
Canva  
Etsy Shop  
Figma  
Frontify  
Givebutter  
GoFundMe  
Google Suite  
Later  
Mailchimp  
Mindbody Online  
Microsoft 365  
Shopify  
Social Media  
Wix  
WordPress

### VOLUNTEER WORK

Board of Trustees Advisory  
Committee Member -  
The Hudson School

Parent Linking Program for  
Teen Parents - Passaic High School

Montclair Cooperative School

Housing Works

Bellevue Hospital's  
Children of Bellevue Center

### EDUCATION

B.A. Sarah Lawrence College

#### Independent Study

Parsons School of Design  
School of Visual Arts  
Sorbonne Université

## **CONSULTING CREATIVE DIRECTOR - FAMILY CONNECTIONS**

October 2019 - Present

**Lead brand visual communications and execute cross-channel integrated campaigns for the social services agency.**

- **Direct** and manage all creative projects to meet business objectives on time and within budget
- **Create** diverse content and designs for advertisements (digital, print, and OOH), brochures, apparel, consumer guides, direct mail, email communications, event materials, invitations, motion graphics, presentations, press kits, promotional products, PSAs (television and radio), signage, social media, stationery, and websites
- **Analyze data and implement** design strategies to boost brand awareness, fundraising efforts, and engagement; develop innovative solutions to improve client and supporter retention across all channels
- **Steward and evolve** the brand identity through rebranding, training, inclusive material creation, and refinement of UI design
- **Oversee** brand consistency across 35+ programs and develop new capabilities
- **Collaborate** closely with all internal departments, advancement leadership, board of directors, community partners, marketing team, and program staff to meet business objectives
- **Build and manage** a network of creative partners and vendors
- **Mentor and train** entry-level staff to enhance team productivity

## **CREATIVE DIRECTOR, FOUNDING PARTNER - LOTUS & BUG, LLC**

March 2014 - October 2019

**Built fashion apparel and lifestyle brand from the ground up. Demonstrated a history of increasing profits year over year.**

- **Drove** creative direction for all branding, e-commerce, 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
- **Directed** fashion shows and photo shoots
- **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 (NOW KPMG)**

November 2007 - November 2011

**Directed design initiatives for the accounting firm's marketing communications.**

- **Led** design team for all external branding and marketing projects, including advertisements, brochures, corporate identity, direct mail, email campaigns, internal-facing collateral, invitations, newsletters, presentations, promotional products, publications, signage, websites, and white papers; worked closely with third-party vendors to produce new business materials; oversaw print production process to ensure quality and implementation of sustainable printing practices
- **Built** identity systems; created brand guidelines
- **Guided** and worked closely with the core marketing team to determine vision for all creative projects; presented strategies to build business; ensured final products aligned with marketing goals
- **Hired, trained, mentored, and managed** entry-level staff

## **DESIGN DIRECTOR - GSW**

October 2005 - October 2007

**Guided concept and design of digital and print projects for a wide range of healthcare and pharmaceutical clients.**

- **Supervised** design of projects through to completion for marketing and public relations departments; provided art direction for ad campaigns, brochures, corporate identities, direct mail, email campaigns, OOH, packaging, and presentations; directed photo shoots
- **Assisted** the Director of Creative Operations in developing budgets and timelines for all projects
- **Hired, trained, and managed** entry-level and freelance staff; mentored entry-level staff