

MARY BLACKSTOCK

CREATIVE DESIGN PROFESSIONAL

Passionate about beautiful, functional design, I am an established creative professional providing a wide range of graphic design services. I work closely with brands to support their needs, from concept to completion. Providing personalized service with a strong creative focus, I am highly skilled in art direction, branding, creative direction, graphic design, and typography. I am accomplished in boosting brand awareness, reducing marketing budgets through cost-effective solutions, and increasing profits annually. I bring my passion, expertise, and a great eye for design to every project I embark upon.

EXPERIENCE

CONSULTING CREATIVE DIRECTOR - FAMILY CONNECTIONS

October 2019 - Present

Lead all brand visual communications and execute cross-channel integrated campaigns.

- **Direct** and manage all creative projects to meet business objectives on time and within budget
- **Create** diverse content for advertising, brochures, consumer guides, direct mail, email communications, event materials, invitations, presentations, press kits, promotional products, PSAs (television and radio), signage, social media content, stationery, and websites
- **Implement** design strategies to boost brand awareness and fundraising efforts
- **Steward and evolve** the brand identity through re-branding, training, and inclusive material creation
- **Oversee** brand consistency across 30+ 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 CONSULTANT

December 2011 - Present

Successfully founded a creative consulting business; maintain and manage all aspects of the business.

- **Provide creative direction and design** for an extensive range of digital and print projects, including advertisements, apparel, brand identity, e-commerce, events and environments, invitations, logos, packaging, promotional products, presentations, publications, social media, websites, and visual merchandising
- **Work closely** with key stakeholders to provide support and project management
- **Ensure** designs reflect clients' core values and mission
- **Implement strategies** to achieve continued growth and profitability for clients
- **Direct** fashion shows and photo shoots for clients

CONTACT

W. maryblackstock.com

LI. [linkedin.com/in/maryblackstock](https://www.linkedin.com/in/maryblackstock)

E. blackstockmp@gmail.com

M. 917.686.5830

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

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

Clients Include: The Acclaim Group, *American Optician*, *ARTnews Magazine*, Baby Mantra, Brach Eichler Legal Services, British Airways, Centers for Disease Control and Prevention, Cherriflip Cosmetics, Clairol, Coty, Inc., Dolls for Humanity, Eleni's Bakery, Euro RSCG (now Havas), Family Connections, Häagen Dazs, R. Hall & Associates, Dr. Dassie Hoffman, Hudson's Bay, Ignite Yoga Center, *Index Magazine*, 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, *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, Thrive Therapy Services, J. Walter Thompson (now Wunderman Thompson), Volvo, *The Wall Street Journal*

CREATIVE DIRECTOR, FOUNDING PARTNER - LOTUS & BUG, LLC

March 2014 - October 2019

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

- **Provided** 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

November 2007 - November 2011

Directed creative for all marketing communications.

- **Directed** design for all external branding and marketing projects for interactive and print, including 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 the core marketing team to determine strategy and vision for 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.

- **Supervised** design of interactive and print projects through to completion for marketing and public relations departments; provided art direction for ad campaigns, brochures, corporate identities, direct mail, email campaigns, outdoor media, packaging, and presentations; directed photo shoots; primary accounts included Merck and PAR Pharmaceuticals
- **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

GRAPHIC DESIGN CONSULTANT - HOFFMAN LA-ROCHE

April 2003 - September 2005

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

- **Directed** design for, and project management of, a multitude of interactive and print projects for Roche products including 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