

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, catalogs, e-commerce, events and environments, invitations, logos, merchandise, mobile applications, 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. Dassist 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
Magento
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/UX 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