

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 client revenues through strategic design and effective brand positioning. I bring my passion, expertise, and a great eye for design to every project I embark upon!

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.

- 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 develop budgets and timelines
- Provide project management and leadership
- Ensure creative reflects clients' core values and mission
- Implement strategies to achieve continued growth and profitability for clients

Clients Include:

The Acclaim Group	Kelly Sutliff LPC
ARTnews Magazine	The Knot
Baby Mantra	Kodak
Brach Eichler Legal Services	La Studio Violetta
British Airways	Elle MacPherson
Centers for Disease Control and Prevention	Megan Maloy Photography
Clairol	MoMA PS1
Coty, Inc.	New York Magazine
Dolls for Humanity	Orna Skincare
Eleni's New York	Parents
Euro RSCG (now Havas Creative)	Pfizer
Family Connections	Phillips
Häagen Dazs	Procter & Gamble
R. Hall & Associates	Rolex
Peter Halley	Scholastic
Dr. Dassie Hoffman	Brooke Shields
Hudson's Bay	Sterling Sound
Ignite Yoga Center	Stonebridge Development
Inherent Healing	Thrive Therapy Services
The Integrated Family	J. Walter Thompson (now VML)
Jewish Family Service	Volvo
Kelly's K9s, Tails of Courage	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 //
32auctions
Adobe Creative Cloud
Canva
Etsy Shop
Frontify
Givebuttr
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

CREATIVE DIRECTOR - FAMILY CONNECTIONS

October 2019 - June 2025

Lead 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 advertisements (digital, print and outdoor), brochures, consumer guides, direct mail, email communications, event materials, invitations, presentations, press kits, promotional products, PSAs (television and radio), signage, social media, stationery, and websites
- **Implement** design strategies to boost brand awareness, fundraising efforts and engagement across all channels
- **Steward and evolve** the brand identity through rebranding, 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 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 (NOW KPMG)

November 2007 - November 2011

Directed creative for all marketing communications.

- **Led** design 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 strategy and vision for all creative projects; presented strategies to build business; ensured final products aligned with marketing initiatives
- **Hired, trained, mentored, and managed** entry-level staff

DESIGN DIRECTOR - GSW

October 2005 - October 2007

Oversaw concept and design of digital and print projects for a wide range of advertising 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, outdoor media, 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

GRAPHIC DESIGN CONSULTANT - 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 projects for Roche products including, corporate identity packages, marketing communications, and websites; ensured final creative aligned with business initiatives
- **Managed** an independent workflow
- **Worked** closely with and managed third-party vendors