

RESUME

MARY KATE SHANAHAN

SR. GRAPHIC DESIGNER & MARKETING SPECIALIST

www.marykateshanahan.com

EXPERIENCE

2022-Present

RYDIN

Sr. Graphic Designer & Marketing Specialist

- Successfully wrote and created the Rydin Brand Book and Social Media Policy, establishing clear guidelines and enhancing brand consistency.
- Developed and implemented strategic design workflows and creative processes to oversee and streamline the production of visual assets by cross-functional design teams, ensuring consistency, efficiency, and high-quality output across all projects.
- Design and manage integrated marketing campaigns across multiple channels, including motion graphics and companion video content, resulting in increased engagement and brand visibility.
- Direct and design high-quality, engaging social media graphics aligned with branding, boosting social media presence and follower interaction.
- Create and edit product marketing videos, contributing to more dynamic and effective promotional content and increased visibility on YouTube and Google Merchant Center.
- Direct and design high-quality social media graphics aligned with branding, leading to higher engagement across channels.
- Design custom webpages and maintain site content using WordPress, Fusion, and Elementor. Adding HTML code to webpages to integrate custom created HubSpot forms.
- As CRM systems Administrator (HubSpot, Salesforce), create marketing campaigns with task-specific workflow automations, form creation, and tracking and integration with other campaign assets. Analyze email marketing and other campaign metrics to successfully re-target and segment promotions.
- Design and print banners, contest materials, product assets, and giveaway items for trade shows resulting in higher foot traffic to booth and Rydin featured on social channel of trade show.
- Designed new company-wide email signatures, incorporating employee headshots, custom links, images, and branding.

2020-2022

FREELANCE DESIGNER

Graphic Designer

- Developed and delivered custom logos and branding designs.
- Web design and management as well as copywriting and SEO optimization.
- Photography and photo-editing for customer to display in business.
- Motion Graphics animations, editing, and video creation

STATEMENT

Creative and innovative Graphic Designer/Marketing Professional with extensive experience working with both print and digital media. Strong background in branding and asset creation, including company Brand Book and Social Media Policy. Passionate about Motion Graphics and incorporating videos in marketing projects. I am a goal and deadline-driven content creator that adapts to all situations and thrives working remotely.

SKILLS

Adobe Suite
Illustrator
Photoshop
InDesign
After Effects
Lightroom
HubSpot
Salesforce
Wordpress
Social Media Marketing
DSLR Photography
PremierePro
Microsoft Office Products

EDUCATION

- 2017-2019 **NORTH CENTRAL COLLEGE**
Graphic Design & Studio Art
- 2013-2015 **COLLEGE OF DUPAGE**
General Education
- 2005-2007 **UNIVERSITY OF WISCONSIN**
General Education

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EXPERIENCE (CONT.)

2019

WELLSPRING CREATIVE COMMUNICATIONS

Graphic Designer

- Created unique digital assets to integrate in email marketing, online blog, banners, print collateral, and signage for farm, pumpkin patch, beauty spa, and other clients.
- Created and managed Social Media content and performed statistical analysis and provided results to client with recommendations for improvement.
- Redesigned and created layout of multi-page menu for local restaurant.
- Followed best practices in web design and created wire frames and designed web pages for clients.

2018

COLLABORATIVE PROJECT

Book Editor & Graphic Designer

- Edited full layout of one-hundred-thirty-eight page hardbound book for a collaborative illustration venture.
- Managed eight designers and their sections of book.
- Created unique designs and layouts.
- Created preflight editions to printer specifications.

2017-2018

KINDLING HUMOR MAGAZINE

Graphic Design Editor

- Design Editor for the publication, which printed three times annually.
- Managed team of four designers and several writers.
- Created final print file and worked directly with commercial printer to ensure all periodical issues were published on time and error free.

2012 - 2016

STATE FARM- KAREN BUTTERFIELD'S AGENCY

Licensed Insurance Agent

- Assisted clients daily by providing creative solutions for their life, property, casualty, and health insurance needs.
- Was a licensed producer in Illinois and secured insurance coverage for clients.
- Aided customers through claims process.
- Had in office, in home, and other location meetings with customers to meet their insurance needs.
- Worked on marketing for office during local events promotional events.