






VIEW PORTFOLIO

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# Hello, I'm Mary Kate.

*I'm a seasoned graphic designer and visual communication expert with a proven track record of delivering exceptional design solutions for diverse clients, demonstrating adaptability, strong communication skills, and a keen eye for detail.*

<p><b>10</b> <i>in-house agency experience prior to freelancing</i></p> <p><b>YEARS</b></p>	<p><b>SOFTWARE</b></p> <p><i>Adobe Creative Suite</i></p> <p><i>Wordpress</i></p> <p><i>Squarespace</i></p> <p><i>...and always learning.</i></p>	 <p><b>HOME</b></p> <p><b>WESTWOOD, MA</b></p> <p><i>Boston Suburbs</i></p>
<p><b>EXPERTISE</b></p> <p><i>Art Direction</i></p> <p><i>Direct Mail</i></p> <p><i>Email Marketing</i></p> <p><i>Branding</i></p> <p><i>Typography</i></p> <p><i>Layout + Composition</i></p> <p><i>Photo Editing</i></p> <p><i>Print Production</i></p> <p><i>RFP + Presentation Design</i></p> <p><i>Basic Copywriting</i></p>	 <p><b>EDUCATION</b></p> <p><b>FORDHAM UNIVERSITY</b></p> <p><i>Bachelor of Arts, May 2007</i></p>	<p><b>INDUSTRY EXPERIENCE</b></p> <p><i>Book Publishing</i></p> <p><i>Fashion Retail</i></p> <p><i>Media</i></p> <p><i>Healthcare Technology</i></p>
	<p><b>REFERENCES</b></p> <p><i>Available upon request</i></p>	 <p><b>HONORS</b></p> <p><b>CBS CORPORATION</b></p> <p><b>SHARE THE VISION AWARD</b></p> <p><i>2011, 2014</i></p>



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## Mary Kate Brennan Design

 Freelance Graphic Designer, *July 2019 – Present*

- Seasoned freelance graphic designer with a proven track record of delivering exceptional design solutions for diverse clients, demonstrating adaptability, strong communication skills.
- Expertise: Art direction, Request for Proposal design, corporate branding, presentation design, retail email design, marketing campaigns, print + packaging design.
- Clients Include: [January Digital](#), [Lilly Pulitzer](#), [Studio Kenney](#)

## Lilly Pulitzer, Oxford Industries

 Senior Graphic Designer, Marketing, *January 2016 – July 2019*

 Freelance Graphic Designer, Marketing, *May 2015 – January 2016*

- Experienced in art directing still photography photo shoots. Conceptualizing and executing compelling visual narratives, collaborating with photographers, stylists, and models to create impactful imagery.
- Acted as the lead designer for all direct mail campaigns (12+ mailings annually), crafting designs that effectively engage target audiences, drive response rates, and achieve measurable results.
- Demonstrated excellence in managing junior graphic designers, fostering their growth, and refining their design skills through guidance and feedback.
- Administrated the brand's web-to-print marketing portal, providing customizable signage and marketing support to 90+ retail stores.

## Simon & Schuster, CBS Corporation

 Senior Designer, Advertising + Promotions, *April 2012 – May 2015*

 Junior Designer, Advertising + Promotions, *June 2008 – April 2012*

 Art Coordinator, Advertising + Promotions, *December 2007 – June 2008*

- Promoted twice within the art department for exceptional performance, creativity, and consistently exceeding expectations.
  - Created print and web advertising for all adult and children's S&S publishing divisions.
  - Designed web assets, landing pages, and other social media initiatives across all imprints.
  - Conceptualized promotional campaigns that effectively communicated the essence of a publication, engaged readers, and drove sales.
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