

## MARY CAROL SULLIVAN

215-760-9360 | Venice FL 34292

[portfolio available at <http://www.marycarolsullivan.com>]

CREATIVE DIRECTOR, ART DIRECTOR, GRAPHIC DESIGNER

### PROFESSIONAL EXPERIENCE

*August 1995 – present*

**Freelance Creative Director, Freelance Graphic Designer** | Mary Carol Sullivan | Venice, FL | [www.marycarolsullivan.com](http://www.marycarolsullivan.com)

A marketing and graphic design studio established to support companies and organizations looking to grow through marketing solutions. Offering creative marketing strategies and all-inclusive graphic design.

- Lead sales initiatives and business development.
- Lead and design effective multi-channel marketing communications campaigns for a variety of clients.
- Effectively and efficiently communicate visual goals to clients, as well as partner executives and sales teams.
- Execute creative direction, and art direction.
- Graphic design and preflight for production using digital tools and best practices for
  - small format printing for traditional advertising and collateral
  - magazine and newsletter publication,
  - large format printing for OOH,
  - interior corporate space decor and corporate signage,
  - and digital banner advertising.
- Hire, lead, and mentor freelance teams to achieve budgeted and best possible results.
- Support a culture of creative expression, innovation, inclusiveness, and desire for creative thoughtful effective work.
- Maintain, invest in, and learn expanding technology to offer best creative solutions.
- Schedule, budget, and purchase for projects.
- Maintain and grow end-to-end business relationships with both clients and vendors.

*June 2017 – April 2022*

**Lead Graphic Designer (remote)** | Graphic Imaging Inc. | Pipersville, PA

A large format and digital printer and installation specialists serving colleges, universities, museums, and other public spaces; as well as industrial and corporate customers.

- Graphic design and conception development for:
  - small format printing for traditional advertising and collateral,
  - large format printing for OOH,
  - interior corporate space decor and corporate signage,
  - magazine publication,
  - digital banner advertising,
  - and vehicle wraps.
- Project management and account communications.
- Preflight graphics and troubleshooting.
- Communicate with in-house print production departments.
- Develop Project Scopes for estimating and production departments.
- Customer Communication throughout length of project(s).
- Lead by example to encourage creativity, pride of product, and inclusivity.

*September 2011 – December 2015*

**Model/Actor** | Actors, Models, Artists (AMA) Talent Agency | Jenkintown, PA

A full-service agency consisting of professional booking agents with extensive backgrounds in video, television, film, theater production and commercial print advertising.

- Print Model
- Commercial/Video Model/Actor

*May 1994 – August 1995*

**Art Director** | Criterion Communications | King of Prussia, PA 19406

A multi-media advertising agency founded by healthcare giant US Healthcare specializing in print and video communications.

- Direct multiple disciplines on a project team.
- Provide art direction and feedback to artists and vendors.
- Supervise, mentor, motivate and support art teams.
- Create visuals to set visual direction, including composites and mockups for presentation.
- Maintain current and working knowledge of trends and make appropriate recommendations and predictions.
- Define assigned aspects of projects.
- Contribute to the development of projects by collaborating with clients and account representatives.
- Troubleshoot problem areas and offer solutions.
- Partner with vendors and purchasing teams to ensure schedules and budget meet the project needs.
- Work closely with writers and creative director to enhance projects.
- Lead by example to create a strong sense of community and desire for excellence within the agency

*May 1988 – May 1994*

**Creative Director** | York Luggage Company | Lambertville, NJ

America's 3rd largest luggage company (circa mid 1980's – mid 1990s), after Samsonite® and American Tourister®; specializing in designing, manufacturing, and delivering designer and licensed brand name luggage and travel accessories.

- Direct multiple disciplines to work in harmony on a project including:
  - freelance artist and retained agencies,
  - freelance photographers, and stylists,
  - inhouse graphic and design teams,
  - US and overseas printers of packaging and sales/marketing materials.
- Supervise, mentor, motivate and support inhouse initiatives and retained agency initiatives
- Provide art direction and feedback to artists and vendors
- Prepare graphic design (non-digital) for printing and best practices for production of
  - small format printing for traditional advertising, colleterial and packaging,
  - and mockup and composites for presentation.
- Create visuals that set visual direction and communicate goals to executives
- Maintain current and working knowledge of trends and make appropriate recommendations and predictions.
- Define assigned aspects of projects.
- Contribute to the development of projects by collaborating with retailers and sales teams.
- Troubleshoot problem areas and offer solutions.
- Partner with vendors to ensure schedules and budget meet the project needs.
- Lead by example to create a strong sense of community and desire for excellence within the agency

## **DIVERGENT EXPERIENCE**

June 2017 – April 2020

**Caregiver** | Susan and Charles Sullivan | Venice FL

June of 2015 my career and life detoured when I became the fulltime caregiver of both of my parents

- Fulltime caregiver for Lewy Bodies Dementia with Parkinson's female.
- Fulltime caregiver for congestive heart disease/heart failure male.
- Communicating with existing doctors.
- Locating and communicating with new doctors to determine diagnosis.
- Management of nutrition, medication, medical and therapy appointments, property, and daily hygiene.
- Communication with siblings and other family members regarding reality of circumstance.
- Developing a plan for daily engagement.
- Assistance with engagement, occupational needs and discovering ways they could assist themselves as health failed.
- Effective communication with individuals frustrated, and often aggressive tendencies, and limited abilities.

## **EDUCATION**

1986 BFA Graduate | Carnegie Mellon University, Pittsburgh, PA

1982 – 1984 Student | Seton Hill University, Greensburg, PA

1982 HS Graduate | Central Bucks East High School, Doylestown, PA

## **TECHNOLOGY**

Adobe Creative Suite (InDesign, Illustrator, InDesign, Photoshop, Acrobat)

Microsoft Office (Word, PowerPoint, Excel)

Website Design (most template-based applications)

Knowledge of social media and blogging

## **CREATIVE SKILL SET**

Adobe Creative Suite (including but not limited to InDesign, Illustrator, InDesign, Photoshop, Acrobat)

Brand Creation, Compliance and Reinvention

Brand Messaging and Consistency

Budgeting and Estimating

Concept Development & Presentation

Creative Problem-solving

Creative Writing/Editing

Cross Channel Marketing

Consumer Retail Programs

Digital emails and ads

Graphic Design – small and large format

Grocery Programs

Health & Wellness Promotion

Digital Illustration

Integrated Marketing

Interior Decor and Signage

Location Scouting

Microsoft Office (including but not limited to Word, PowerPoint, Excel)

Packaging and POS Design

Photography Art Direction and Styling, Casting

Print Production and File Preparation

Product Launch

Publication Design

Quick and Conscience Learner

Social Media

Trade Show Creative and Graphic Design

Up-selling and Cross-selling

Website Design and Direction

White Paper Design

## **MANAGERIAL SKILL SET**

Ability to Adapt and Pivot Easily

Budgeting, Estimating, and Purchasing

Build and Maintain Vendor Relationships

Client and Vendor Relation

Collaboration with C-level Executives

Concept Presentation

Flexible with the Ability to Pivot for Highest Good

Lead and Engage Brainstorming Sessions

Liaison between Marketing Executives and Creative Staff

Likeable

Mentor, Motivate, Train, Lead Teams

Organized

Project Tracking, Management and Organization

Resource and Manage Freelance Talent

Resource Stock Art

Strong and Resourceful Leadership

Team Management