

MARY CAROL SULLIVAN

215-760-9360 | Venice FL 34292

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

CREATIVE DIRECTOR, ART DIRECTOR, GRAPHIC DESIGNER

SELECTED ACCOMPLISHMENTS

August 1995 – present

Creative Director, Sole Proprietor | Mary Carol Sullivan | Venice FL | www.marycarolsullivan.com

Selected Accomplishments:

Retail Grocery Health & Wellness Promotion, client: Advantage Sales and Marketing

Developed, designed, and ran a profitable consumer focused grocery dietitian program that was successfully custom implemented and at 8 grocery national Mid-Atlantic grocery. Programs became quick profit centers for the grocery retailers and advertisers alike—average sales lift for participating advertised products was 40% to 62% based on the same items being sold at the same sales retail.

Advertising became a solid source of revenue for the grocery corporations, which lead to strong funding for the programs. This Health & Wellness program became the model used throughout the grocery industry. Programs included print, website, in-store signage, and media, FSI advertising tie-in, outdoor, radio, television, dietitian appearances, tradeshow events, etc.

Development, concept presentation, creative direction, graphic design, production, photography direction, and creative management including staff and print purchasing and schedules.

Digital Illustrator and Brand Awareness, client: Make A Living Writing

Created the illustrations and honed a brand visual style for a successful on-line Writer's Blog and on-line course company. Blog consisted of 9 – 10 different posting monthly each with customized final illustrations sized for different social media formats. Courses graphics for websites, sales material, PowerPoint slideshows, banner ads, social media, etc. The company increased readership, followers, and course participants. Book cover design for on-line book offerings including banner ads for sales and promotions. Creative Direction, illustration, brand expansion, graphic design, social media graphics, banner ads, and website graphics.

Brand Rejuvenation and Expansion, client: Miss America Organization

Working with the Miss America Corporation, pageant officials, recruiters, and board of directors in Atlantic City, NJ, I created a voice for and expanded the accomplishments of the National contestant base by expanding upon existing annual publication. The publication was previously used as solely as an ad book and roster the night of the televised event. The updated publication focused on the accomplishments, education, and goals of the contestants, as well as the history of, and opportunities that being part of, the Miss America Organization offered.

The success of the newly formatted publication led me on a 6-year creative direction and graphic design relationship with the MAO, and its grassroots campaigns, to rejuvenate the brand from the local level upward. Results of the effort were noted by increased in sponsorship involvement, recruitment, scholarship funding, volunteerism, and renewed MAO national interest.

Creative Direction, graphic design, production, hiring of photographers, writers, location scouting for photoshoots and stylists, photography direction, graphic design for publication and recruitment material, and project management, advertising coordination, fund allocation.

In-House Creative Director, client: Remark Solutions

Established and then lead the creative marketing department for a start-up on-line staffing company. Responsibilities and accomplishments included hiring of support creative staff, established marketing and vendor relationships, and recommended equipment and software purchases for the art department.

Creative Direction, branding, strategy, budgeting and graphic design of all initial marketing materials and website needs.

May 1994 – August 1995

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

Selected Accomplishment:

Mentoring and Communications, Criterion Communications

The initial-hire creative teams came from the in-house staff of US HealthCare and were unfamiliar with communicating with and creating for non-healthcare clients. As the agency's only Art Director hired from outside, in addition to my art direction responsibilities, I closely interfaced with account representative, often joining them for client meetings and pitching creative. Likewise, I instructed the creative teams on how to better communicate with the account teams and clients.

Art direction, graphic design, client and staff communication, budgeting, staff management

May 1988 – May 1994

Creative Director | York Luggage Company | Lambertville, NJ

Selected Accomplishments:

Brand Compliance and Promotion, York Luggage Company

Working with licensed brands (Jordache, Members Only, Bill Blass, Christian Dior, Diane Von Furstenberg, Perry Ellis, LA Gear, Adolfo) and with several different types of retailers, I maintained the brand specification, visual marketing goals, packaging and catalog needs of each brand while adhering to YLC marketing and sales needs/goals. I aided in increasing company sales by creating consumer sweepstakes and retailer employee incentive programs while reinforcing designer brand message.

Rebranding, York Luggage Company

Instrumental in re-branding York Luggage Company and created a unified catalog system that allowed for licensed brand uniqueness housed under the YLC brand.

Promotion, York Luggage Company, and Diane Von Furstenberg

Working with retained agency designed and managed live retail events that introduced designer, Diane Von Furstenberg, to retail customers. Promotional events included celebrity management, scheduling, and engagement, press releases, as well as communication to and organizing of media, retail store executives and employees. Design of promotional materials, displays, and giveaways.