

LISA MACKIE

Senior Graphic Designer | 631.848.6342 | LisaMack2007@gmail.com | lisamackieportfolio.com | linkedin.com/in/lisa-mackie07

SUMMARY

Motivated Senior Graphic Designer with vast brand development experience in the advertising industry. Providing excellence in design services by bringing creative flair and the ability to understand the latest trends. Extensive experience with conceptualizing and managing digital, web, and print marketing campaigns. Highly capable in Adobe Photoshop, Illustrator, InDesign, and other programming in a MAC or PC based environment. Able to work efficiently either solo or as part of a team within a fast-paced environment. Known for excellent time management, problem-solving, communication skills, and willingness to learn something new.

EXPERIENCE

Bedgear, Farmingdale, NY | Senior Graphic Designer | **9/2022 - 10/2023**

- Managed all B2B print, digital, and in-store marketing materials for national and international retailers
- Maintained close relationships between Bedgear and retailers by creating dynamic B2B email design, leading to a 40% open rate and an increase of sales
- While short staffed, willingly took on production work while still meeting tight deadlines
- Worked closely with sales team on pitch deck presentations
- Collaborated with PR team to provide company awareness through design of Bedgear's quarterly newsletter.
- Created the winning T-shirt design for the 2023 Eisenhower Corporate Fun Run

Graphic Image Inc., Melville, NY | Senior Graphic Designer | **5/2021 - 9/2022**

- Designed and produced all B2C email marketing campaigns resulting in a 278% increase in web traffic, 60% increase in conversion rate, and 6% increase in revenue within 12 months
- Supported the sales team by creating all B2B email marketing campaigns resulting in a 300% increase from last year
- Worked closely with the marketing team to create social media ads, generating a 4.64x return, within 12 months
- Created tradeshow emails, and other assets, to assist the sales team at each show
- Collaborated with the marketing team to design a new 2022 catalog, sent to 100,000 potential customers, which generated a 1.12x return within a 2 month period
- Assisted in the hiring and training of new graphic designers and created design tests for Photoshop, Illustrator, and Indesign
- Was In charge of creative and Shopify updates to graphicimage.com
- Art directed all photo shoots for Graphic Image email and social media creative
- Termed the "go-to-person" for various retouching needs

P.C. Richard & Son, Farmingdale, NY | Senior Graphic Designer | **5/2005 - 5/2020**

- Part of a small group of designers who helped build the P.C. Richard and Son advertising department from scratch. Utilized my past skill in the advertising industry to help construct the traffic system and the direction of print layout design
- Created performance-based banner ads to improve the number of leads by 23%
- Collaborated with buyers to brainstorm and design in-store home automation marketing brochure to aid with consumer sales which resulted in home automation sale increase for 2014
- Lead layout artist for all newspaper and various direct mail pieces for brands such as Samsung, LG, Sony, Panasonic, Beats, Bose, Frigidaire, GE, Whirlpool, Maytag, KitchenAid, Apple, HP, Sealy, Hue, Nest, and Ring

ADDITIONAL PROFESSIONAL EXPERIENCE

Levitz Home Furnishings, Woodbury, NY | Graphic Designer

Macy's, New York, NY | Art Director

EDUCATION

SUNY Purchase, Purchase, NY | Bachelor of Fine Arts, Concentration in Graphic Design

SKILLS

Proficient in Adobe Photoshop, Illustrator, Indesign | Familiar with Adobe Premiere Pro, Adobe XD, WordPress, Shopify, PowerPoint
