

# LISA MACKIE

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**Marketing Communications Manager** | 631.848.6342 | LisaMack2007@gmail.com | lisamackieportfolio.com | linkedin.com/in/lisa-mackie07

Marketing Communications Manager and Creative Leader with a strong design background and proven experience managing teams, campaigns, and cross-functional projects. Expert in brand development, creative direction, and execution across digital, print, and social media, with a track record of measurable results. Combines leadership, strategic thinking, and hands-on design skills to deliver high-impact marketing initiatives.

## EXPERIENCE

**AEM / Central Semiconductor**, Hauppauge, NY | Marketing Communications Manager | **2/2024 - Present**

- Lead and manage marketing communications and creative initiatives across AEM and four operating companies: Central Semiconductor, AEM Hi-Rel, AEM Components, and Renaissance Electronics, supporting brand visibility and sales efforts
- Played a key role in a company-wide rebrand, partnering with an external branding agency to roll out a new AEM identity across logos, trade shows, sales collateral, digital assets, websites, and distributor materials
- Manage four annual technical webinars with industry publications, coordinating presenters, assets, deadlines, and promotions; a featured quantum computing webinar generates 256 registrants, 92 attendees, 43 MQLs, and contributes to a \$20K sale
- Implement AI-powered tools across all marketing initiatives, including graphics, copywriting, content planning, campaign strategies, and creative execution, improving efficiency, quality, and consistency
- Executed a time-sensitive, cross-channel campaign during the Nexperia supply shortage, directing traffic through LinkedIn, email, and website messaging and contributing to approximately \$250K in attributed revenue
- Revitalized four inactive LinkedIn company pages, adding 791 organic followers in 12 months through strategic content planning and original creative
- Manage all trade show execution (8 shows in 2025), including contracts, POs, vendor coordination, shipping logistics, giveaways, and on-site support, while designing booth graphics, displays, and literature
- Design email marketing campaigns in Mailchimp, collaborating with a copywriter on content, and growing the subscriber list and engagement
- Partner closely with engineers, VPs of Business Development, sales, and external vendors to deliver marketing initiatives on time and within budget

**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
- 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, driving a 278% increase in web traffic and 6% revenue growth; also supported B2B email campaigns, achieving a 300% performance increase within 12 months
- Worked closely with the marketing team to create social media ads, generating a 4.64x return, within 12 months
- Collaborated with the marketing team to design a new 2022 catalog, sent to 100,000 potential customers, generating a 12% return within a 2 month period
- Created trade show emails, and other assets, to assist the sales team at each show
- Assisted in the hiring and training of new graphic designers and created design tests for Photoshop, Illustrator, and InDesign
- Art directed all photo shoots, managed Shopify updates, and served as the go-to resource for retouching needs

**P.C. Richard & Son**, Farmingdale, NY | Senior Graphic Designer | **5/2010 - 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
- Served as lead layout artist for print and direct mail campaigns for major electronics and home appliance brands, including Samsung, LG, Sony, and Apple

## 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, Mailchimp, Wrike, Jira, Microsoft | **Familiar** with Adobe Premiere Pro, Adobe XD, WordPress, Shopify

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