

LISA MACKIE

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

Design and marketing professional with 20+ years of experience across brand development, campaigns, and creative content, spanning digital, print, social media, advertising, and events. Leads projects from concept through execution, turning complex information into clear, engaging work that delivers measurable results.

EXPERIENCE

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

- Sole Marketing Communications Manager for AEM and its four operating companies (Central Semiconductor, AEM Hi-Rel, AEM Components, and Renaissance Electronics), owning brand strategy and creative execution
- Played a key role in a company-wide rebrand, partnering with an external branding agency to roll out the new AEM identity companywide
- Manage four technical webinars annually, coordinating creative assets, presenters, promotions, and deadlines with industry publications. A featured quantum computing webinar generated 256 registrants, 92 attendees, 43 MQLs, and contributed to a \$20K sale
- Built a custom AI workflow to convert webinar transcripts into ready-to-use marketing content across LinkedIn, email, and newsletters
- Use AI to reduce case study production time by 75% and product sheet chart creation from approximately 2 hours to 15 minutes
- Translate technical engineering information into content for white papers, product sheets, case studies, and ads for a technical audience
- Executed a time-sensitive, cross-channel campaign during the Nexperia supply shortage through LinkedIn, email, and website messaging, contributing approximately \$250K in attributed revenue
- Revitalized four inactive LinkedIn company pages, growing organic followers by 791 in 12 months through strategic content planning and original creative
- Oversee trade show and event marketing execution for 8 shows in 2025, managing contracts, POs, vendors, shipping logistics, giveaways, and on-site support while developing booth graphics, displays, and supporting materials
- Maintain and update AEM's website content including product images, and campaign landing pages to support marketing initiatives
- Direct freelance copywriter projects from initial briefing through final review, ensuring brand consistency, accuracy, and quality across marketing content

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

- Produced B2B print, digital, and in-store marketing materials for national and international retailers
- Achieved a 40% email open rate and drove sales growth through B2B email campaigns for resellers
- Conceptualized and designed Bedgear's quarterly newsletter in partnership with the PR team, aligning content and creative with brand messaging

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

- Drove a 278% increase in web traffic and 6% revenue growth through B2C email creative
- Conceptualized and produced social media advertising campaigns generating a 4.64x return within 12 months
- Designed a 2022 catalog, from concept development and photoshoot prep to extensive photo editing, distributed to 100,000 potential customers and generating a 12% return within 2 months
- Planned, styled, and art directed still-life product photoshoots, collaborating closely with the photographer from concept through final delivery
- Supported hiring efforts by developing candidate skills tests in Photoshop, Illustrator, and InDesign

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

- Part of the team that built the P.C. Richard & Son advertising department from the ground up, establishing traffic systems and print layout direction
- Increased leads by 23% through performance-based banner ads
- Designed an in-store home automation marketing brochure, contributing to a sales increase in 2014
- Led print and direct-mail creative 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

Creative: Adobe Photoshop, Illustrator, InDesign, Premiere Pro

Marketing & Content: Brand Strategy, Creative Direction, Art Direction, Content Strategy, Content Marketing, Social Media Marketing, Email Marketing, Campaign Development, Event Marketing

Technology: Claude (Projects, Skills, Design), ChatGPT, Google Gemini, WordPress, Shopify, Mailchimp, Wrike, Jira, Monday, Microsoft Office, Kentico
