
MARY SHAY

Senior Art Director/
Graphic Designer

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Andover, MA 01810

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AWARDS

**New England Direct Marketing,
NEDMA:**

The Boston Globe, Circulation
Retention, Credit Card Conversion
Campaign

Eddie Bauer, Integrated Multimedia
Consumer Campaign

Forrester Research, Inc., Seminar
Direct Mail Series

Forrester Research, Inc.,
Traffic Generation Mail

Direct Results Group,
Self Promotion

Saucony, Inc., Brand Site

NYNEX, Yellow Pages Ad
Solicitation Self-Mailer

American In-house Design:
The Boston Globe, Travel
Advertising Direct Mail

American Graphic Design:
Forrester Research, Inc., Seminar
Direct Mail Series

**New York Life Benefit Services,
Inc.,** Lead Generation Ad

Berenson, Isham & Partners, Inc.,
Corporate Brochure

Club Med, Lead Generation
Brochure

PROFESSIONAL AFFILIATION

IHAF: In-House Agency Forum
ihaforum.org

EDUCATION

Kutztown University of Pennsylvania,
Kutztown, PA

**Bachelor of Fine Arts in
Communication Design**

Macintosh system and software
user: Adobe Creative Suite, primarily
InDesign, Photoshop and Illustrator

SUMMARY

A highly motivated, hands-on Art Director with a unique mix of creative integrity, print production knowledge. With a thorough understanding of vertical markets, I build or expand my client's business through the creation of well-designed, and effective marketing materials.

EXPERIENCE/SKILLS

- Creative team leader for development of strategic concepts to solve client challenges; active participant in account service briefings and brainstorm sessions with Art Directors and Copywriters.
- Manage and execute concept presentations with creative team.
- Skilled in creating campaigns that incorporate direct marketing expertise including: self-mailers, collateral brochures, posters, 3D packaging, ads, html emails, web banner ads, website design for both B2B and B2C clients.
- Ensure quality control of art direction for photographs/illustrations; design/layouts; revisions to layouts; preparation of electronic files for press; color proofing; extensive knowledge of printing processes on press checks.
- Develop and maintain favorable working relationship with all employees to foster a cooperative working environment while meeting project deadlines in a timely manner and within budgetary constraints.
- Maximize efficiency and profitability of the design studio by scheduling team members' workloads; providing time estimates for Art Directors, Designers and Print Production staff.

EMPLOYMENT HISTORY

Smith & Nephew, Inc. Andover, MA

Senior Communication Design Specialist, 9/2009-present

Internal Clients: I partner with the Marketing Managers from the Endoscopic Joint Franchises including Shoulder, Hip, Knee, Extremities (Hand and Foot), Resection Technologies and Gynecology as well as the Trade Show, Human Resources and Corporate Brand groups

Boston Globe Media Group, Boston, MA

Creative Services Design Manager for Promotional Advertising, 7/2006-9/2009

Clients: Boston Globe Media properties including primarily The Boston Globe, Boston.com and niche publications *Design New England, Fashion Boston and Lola*

The Boston Globe, Boston, MA

Senior Designer/Art Director for Promotional Advertising, 9/2003-6/2006

Internal Clients: General Advertising; Travel Advertising; Circulation Acquisition and Retention; Special events including the 2004 Democratic National Convention sponsorship; IDEASBoston 2005/2006; The Boston Globe Travel Show 2006/2007/2008.

Direct Results Group/SourceLink, Boston, MA

Associate Creative Director, 1/2000-12/2002

Senior Art Director, 4/1998-12/1999

Clients included: AlphaGraphics, Bay State Gas, Cambridge Savings Bank, Eddie Bauer, GTE Networking, Forrester Research, Kronos, Lucent Technologies, New York Life Benefit Services Inc., Saucony, Scitex Digital Printing

Berenson, Isham & Partners, Inc., Boston, MA

Art Director, 1/1994-1/1997

Clients included: Brigham's Corporation, Club Med, Fidelity, NYNEX Information Resources, Stride Rite Corporation, Teachers Insurance Annuity Association, USTrust

Redgate Communications Corporation, Cambridge, MA

Art Director, 11/1990-12/1993

Clients included: BellSouth, Bull Information Systems, NYNEX Information Resources