

Dennis McCarthy

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CREATIVE OPERATIONS SPECIALIST

Strategic and creative professional with 10+ years of experience in content design, marketing, and production management. Skilled in guiding projects from concept to completion, aligning creative vision with brand goals, and leading cross-functional teams to deliver high-quality results. Known for calm problem-solving, clear communication, and driving projects that are on time, on brand, and on budget.

SKILLS & TOOLSET

- Effective communicator among clients and coworkers
- Relationship Building and Team Collaboration
- Managing and completing multiple, simultaneous projects
- Copywriting and Editorial
- Photography and all Associated Archival Responsibilities
- Graphic Communications Design
- Social Media Content Creation
- Client and Internal Presentations
- Managing Project Budgets
- Dealing with unexpected, mid-project changes
- Adobe Creative Suite (PS, ID, AI, XD)
- Figma
- CMS Management
- WordPress

PROFESSIONAL EXPERIENCE

Content Designer, Advertising Manager (Marketing Communications Lead)

MIRROR PUBLISHING Co. INC., MAUMEE, OH

05/2015 – 08/2025

- Provided solutions that helped increase audience engagement for a weekly publication with 10,000+ paid subscribers by leading end-to-end design, editorial, and production for 500+ consecutive issues, delivered 100% on time with zero missed deadlines.
- Proud to be part of a team that grew and retained 400+ advertising accounts, generating recurring revenue and strengthening long-term partnerships through targeted campaigns and consultative selling.
- Directed cross-channel marketing strategy, integrating print, web, and social media to align content with audience interests, boost reach, and drive measurable engagement growth.
- Optimized website and social media presence using SEO best practices, performance analytics, and audience insights to refine messaging.
- Managed creative direction and brand consistency, overseeing visual content, supervising production timelines, and collaborating with editorial, advertising, and technical teams for cohesive storytelling.
- Leveraged client and reader feedback to inform editorial planning, advertising strategy, and new content initiatives, improving audience satisfaction and advertiser ROI.

Creative Manager

USA PATRIOTS, CAPE CORAL, FL

03/2023 – 04/2024

- Led design and production of digital campaigns, website assets, and multimedia storytelling, increasing supporter engagement and donations.
- Collaborated with executive leadership to develop a cohesive brand identity and editorial voice across all digital and print touchpoints.
- Produced compelling layouts, photo, and written content, strengthening community connection and visibility.

Lead Creative

HOPE UNITED, WHITEHOUSE, OH

11/2019 – 03/2022

- Designed and implemented creative campaigns to raise awareness of the organization's programs, resulting in increased community engagement and volunteer participation.
- Developed and managed website content, social media presence, and marketing materials, ensuring alignment with brand identity.
- Collaborated with leadership and program teams to create messaging that supported fundraising goals and program outreach.
- Introduced new design processes and templates, improving production efficiency and brand consistency.

EDUCATIONAL BACKGROUND

Bachelor's Degree, Journalism, Marketing – BOWLING GREEN STATE UNIVERSITY – BOWLING GREEN, OH