

# DENNY MCCARTHY

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## COMMUNICATIONS SPECIALIST

Methodical Advertising Manager with seasoned experience in the journalism industry and broad expertise supporting advertising, marketing, and IT operations. Proficient at utilizing creative concepts to expand the reach of audiences and gain new marketing opportunities. Expertise in handling project lifecycles, planning, and implementing software systems utilizing well-rounded, creative, analytical, and technical skill sets. Leverages strong communications and adaptability to meet deadlines, build solutions with clients and promote customer focus. Manifests strategic ability in striking perfect coordination with all organizational departments to ensure smooth operations.

## CORE COMPETENCIES

IT Operations & Administration  
UI/UX Design & Experience  
System & Software Administration  
Continuous Process Improvement  
Technical Leadership & Support

Value Proposition & Revenue Growth  
Graphic Design & Creative Direction  
Proofreading, Editing, & Copywriting  
Internal Communications Content  
Graphic, Print, & Layout Design

Customer Engagement & Awareness  
Market Research & Data Analytics  
Spreadsheet & Ad Hoc Reports  
Journalism & Public Relations  
Social Media Management

## PROFESSIONAL EXPERIENCE

**Advertising Manager**, MIRROR PUBLISHING CO. INC., MAUMEE, OH

05/2016 – Present

Bolster business growth by effectively managing accounts, customer service, sales, copywriting, and internal communications.

- Conceptualize and launch visually appealing ads to further businesses, services, recruitment, and event initiatives.
- Monitor and measure the effectiveness of various promotional activities and formulate the best advertisement strategies.
- Lead a team of 10 photographers, writers, and copy editors and provide creative direction in advertising operations.
- Edit, proofread, and innovate creative content to amplify advertising and marketing communications.
- Drive value proposition and showcase the power of an organization as a media partner with various clients.
- Employ attracting strategies to capture target markets through effective market communications tactics.

**Graphic Designer**, MIRROR PUBLISHING CO. INC., MAUMEE, OH

05/2016 – Present

Exemplify in-depth knowledge and expertise in graphic design, styles, and layout techniques to further creative direction.

- Develop branding for advertising campaigns by creating informative and aesthetically pleasing graphics and designs.
- Leverage innovation, creativity, and expertise to design engaging advertisements and recurring production assets.
- Define customer needs and translate them into distinctive design solutions to establish a competitive market advantage.
- Manage weekly publication layouts from raw copy and graphical assets to polished and stylized page designs.
- Contribute invaluable creative input to the conception of branding and marketing strategies for target markets.

**Reporter/Photographer/Social Media Editor**, MIRROR PUBLISHING CO. INC., MAUMEE, OH

01/2015 – Present

Streamline a stream of exciting content that boost engagement, increase social media influence, and draw page views.

- Design and create marketing plans and editorial calendars to enhance brand awareness and customer engagement.
- Support the weekly publication of Maumee, Anthony Wayne, and Toledo news by reporting audience-pulling content.
- Analyze, formulate, and revamp social voice and strategy by utilizing digital innovation and technology integration.
- Administrate websites, content development, and social media engagement while supporting IT operations.
- Oversee website analysis, efficiency, layout, and design by skillfully utilizing various technologies.

**Layout Designer**, HOPE UNITED METHODIST CHURCH, WHITEHOUSE, OH

11/2019 – 03/2022

Supported the organization by delivering innovative page layouts and graphic designs to boost awareness and engagement.

- Provisioned exceptional support in developing, designing, and launching designs and social media creatives.
- Fostered and provided creative input for various designs' planning, processes, and execution.
- Innovated branding designs and redesigned marketing collaterals such as print, presentations, and publications.

**Reporter/Photographer/Copy Editor**, THE BG NEWS, BOWLING GREEN, OH

08/2014 – 01/2015

Photographed pictures, carried out interviews, reported the news, and handled proofreading for weekly publications.

- Reviewed, researched, and edited content for grammatical issues while checking the safety and accuracy of information.
- Supported ad campaigns and ensured they met high-level quality standards aligned with the company's objectives.
- Proofread, edited, and evaluated the final copy to verify that content aligned with established guidelines.

**Reporter**, BACKDROP MAGAZINE, ATHENS, OH

08/2012 – 12/2012

Served at the forefront and helm of magazine publications, carrying out interviews and composing feature articles.

- Played an integral role in capturing shots of events, incidents, and people to conceptualize compelling press stories.
- Displayed a high degree of involvement in maintaining data management systems for raw and produced media.
- Worked collaboratively with staff to refine and perfect story pitches, scripts, and final output.

## EDUCATIONAL BACKGROUND

**Bachelor's Degree, Journalism**

2015

*Minor in Marketing*

BOWLING GREEN STATE UNIVERSITY – BOWLING GREEN, OH

**ADOBE ILLUSTRATOR – ESSENTIALS TRAINING**

**FOUNDATIONS OF USER EXPERIENCE (UX) DESIGN**

## TECHNICAL SKILLS

Adobe Creative Suite, WordPress, SharePoint, Microsoft Office Suite (Word, Excel, & Excel), HTML5, CSS, JavaScript, Git, VSCode, Figma