

MARY MALCOLM

High Point, NC 27265

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mlmal.github.io/portfolio

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ART, DESIGN, AND WEB TECHNICIAN

- Creative, highly self-motivated professional with almost 20 years of marketing, web, and graphic design experience and a genuine interest in continuous learning
- Organized, problem solver, able to juggle multiple priorities, projects, and deadlines while maintaining accuracy and attention to detail
- Understand web and print design principles, color theory, and layout
- Flexible and can adapt to changing circumstances while still meeting deadlines
- A motivating, accessible leader who excels at bringing teams together to work towards a common goal

Areas of expertise:

- | | |
|-------------------------------|---|
| – Print ad concept and design | – Project planning, tracking, and reporting |
| – Quality assurance | – Process improvement |
| – Web and E-mail development | – Cross-functional teams |
| – Client and vendor relations | – Workflow management |

Technical skills: Microsoft Office, InDesign, Illustrator, Photoshop, Acrobat, HTML, CSS, CMS: WordPress and Mura, E-commerce: Miva Merchant, Google Analytics, Google AdWords, SEO/SEM, FTP, ProofHQ, PageTurnPro, and Vertical Response

EXPERIENCE

INTERNATIONAL MARKET CENTERS, High Point, NC

(2007 - 2019)

Advertising Production Specialist, 2011-2019

Designed client advertisements for print publications and large format signs.

- Managed and updated 4 different websites during company mergers including maps, content, and marketing information.
- Streamlined and implemented new ad routing and proofing processes.
- Designed and updated sales sheets, specification sheets, mockups, media kits, and direct mail in-house saving thousands of dollars.
- Maintained comprehensive sponsorship inventory spreadsheets for quarterly tradeshows in two cities.
- Scheduled and assisted in the design and implementation of email marketing campaigns.
- Coordinated with printers and sign installers regarding specifications, ad installation, and placement.
- Assisted account executives and clients with ad specification and design inquiries.
- Proofread all marketing materials and tradeshow publications.
- Assisted in the development, testing, and implementation of art file submission website.

EXPERIENCE (continued)

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Marketing Coordinator / IT Manager, 2007–2011

Managed all aspects of print and digital ads for quarterly tradeshow publications and sponsorships.

- Managed servers, Active Directory; maintained daily performance of network and computer systems.
- Provided hardware and software technical support for up to 50 employees.
- Coordinated employee software training classes.
- Supported advertising production manager.

ALABAMA HERITAGE, UNIVERSITY OF ALABAMA, Tuscaloosa, AL

(2001 - 2007)

Marketing Coordinator

Maintained company website and managed and merchandised E-commerce website.

- Designed print and digital ads, logos, and graphics.
- Created and distributed E-mail newsletters.

MLCREATIONS HANDCRAFTED JEWELRY, Northport, AL

(2001 - 2009)

Owner/Designer

Designed, built, and marketed E-commerce website, E-mail newsletter, and managed eBay store.

- Designed and made custom sterling silver and gemstone jewelry.
- Designed, managed, and maintained company websites for local small businesses.

PROFESSIONAL DEVELOPMENT

A.A., Art, William Rainey Harper College, Palatine, IL

Certifications:

- Practical JavaScript Premium Course, watchandcode.com, expected December 2019
- Practical JavaScript, watchandcode.com, 2019
- Responsive Web Design, freeCodeCamp.org, 2019
- Graphic design, print production, InDesign, Illustrator (22 certificates)