

MARY JANE CONNOR

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608.577.8023

Madison, WI

Energetic and passionate creative director and marketing professional with a comprehensive understanding of corporate branding and promotion. Strong leader who can bring a group together and build enthusiasm for a cohesive and effective vision. Results-oriented project manager who gets things to the finish line while monitoring costs. Accomplished and inspired visual artist who creates and applies appealing and meaningful graphics across a broad spectrum of brand styles and marketing targets.

HIGHLIGHTS & SKILLS

- Brand Identity
- Development
- Team Leadership
- Copywriting & Graphic Design
- Marketing Campaigns
- Website Design and SEO
- Project Management
- Client Development
- Dynamic Public Speaking

EXPERIENCE

Creative Director April 2019 - Present

MJC MKTG LLC — Madison, WI

- Provide exceptional and creative brand strategies to engage target audiences
- Develop and analyze insightful market surveys to create data points for brand direction
- Compose graphics and copy that amplify brand identities
- Design dynamic websites that clearly and uniquely illuminate a strong brand identity
- Design a complete suite of collateral print and web promotions, including CPG, ads, menus, brand books, brochures

Creative Director August 2020 - December 2022

Bizzy Bizzy — Madison, WI

- Lead and facilitate dynamic brand development activities with clients
- Convert website leads into clients through discovery interviews and relationship-building
- Conduct in-depth process launch to clarify essential details with client and creative team
- Lead team of creatives and developers to build and finalize websites with clients in real-time
- Facilitate entire website process, including design, layout, graphics, copywriting
- Represent the business in the community—build relationships with other organizations

Creative Director December 2018 – March 2019

Director of Marketing August 2017 – December 2018

Brand and Creative Manager February 2016 – August 2017

Marketing Coordinator February 2014 – February 2016

Wisconsin Historical Society — Madison, WI

- Build exciting creative strategies based on primary and secondary market research
- Lead all creative projects and team members
- Organize and execute creative, collaborative photo and video shoots
- Provide graphic design and copywriting as needed
- Build and lead efficient marketing department with strategic, data driven processes
- Plan and organize promotional events state-wide
- Develop presentations detailing strategies, for leadership and board of directors
- Initiate multi-channel data collection and analysis with IT and finance divisions
- Develop and lead cross-functional teams for major projects including a new history museum
- Lead initiative to align 11 unique organizational divisions under one cohesive brand identity

Account Executive June 2013 – February 2014

Isthmus Publishing — Madison, WI

- Consistently exceed sales goals by developing and maintaining strong client relationships
- Fluently communicate clients' ad concepts and brands to staff designers for ad creation

EDUCATION

College of Charleston — BA, Studio Art

UW-Milwaukee — MA, Art History

Google UX Design Professional Certification (in progress)