



MARY SANDERS

CREATIVE DIRECTOR / GRAPHIC DESIGNER

CONTACT

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EDUCATION

Master of Arts in Advertising
Savannah College of Art and Design (September 2019 - May 2020)
Bachelor of Arts in Graphic Design
University of North Georgia (August 2016 - May 2019)
Associate of Arts
University of North Georgia (August 2013 - May 2016)

SKILLS

PROFESSIONAL

Art/Creative Direction
Project Management
Strategy
Copywriting
Branding
Digital/Social Marketing
Creative Storytelling
Conceptualization

TECHNICAL

Graphic Design
Illustration
Project Planning
Typography
UX Design
Photography

SOFTWARE

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Adobe Spark
Adobe Fresco
Procreate
Brackets
Dreamweaver
CSS / HTML

EXPERIENCE

CREATIVE INC.

Graphic Designer
Gainesville, GA 2018 - 2019

- Initially engaged as a graphic design intern with this local advertising firm
- Invited to stay with the firm as a permanent part-time employee
- Focused on developing and executing marketing campaigns for a diverse set of institutions
- Created campaigns for clients such as North Georgia Medical Center, Truett McConnell College, Legacy Academy, and others
- Work included engagement with setting and reaching strategic marketing objectives

THE VERY MARY DESIGNS

Creative Director / Graphic Designer
2013 - Present

- Worked with a variety of clients on branding and marketing projects
- Utilized skills in all aspects of design, strategy, and illustration
- Developed a marketing campaign for Bell Plantation's military event, and also created a website and social media content
- Created and managed the social media campaigns for a non-profit media company
- Developed a marketing brochure and related materials for an independent financial planning firm (which included overall print concept and execution)

SCAD GRADUATE SCHOOL EDUCATIONAL FOCUS

2019 - May 2020

- ADDY Student Award winner for State, District, and was judged at Nationals
- Worked with several major brands and advertising companies in classroom collaborations
- Worked with Melt Advertising and created a campaign for Wingstop for their 2020 event lineup (was the Project Manager for a team of 26 designers, Creative Director for one of the concept ideas, and an Illustrator for the final campaign)
- Worked with Gray Advertising in Cincinnati and created a luxury fragrance line for the Hard Rock Casinos and Hotel™ (was the Project Manager and also the Design Director for all of the visuals that were delivered to Hard Rock™)
- Collaborated with Coke™ and the Olympics™ for the 2028 games (including strategy, collateral design, experiential design, and copywriting)