MALLORIE HENDRIX

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Introduction

I am a dynamic professional with a proven track record in designing and executing a wide range of profitable brand architecture projects. My work is characterized by high design aesthetics and a commitment to minimal environmental impact. I am driven by a desire to enrich lives through engaging, creative solutions, aligning my deep passion for my career with a meaningful purpose.

Areas of Emphasis

- Expert in marketing project management using tools like Basecamp, Wrike, and Asana.
- Skilled in full life cycle project management, from inception to completion.
- Proficient in web usability and UX/UI best practices.
- Knowledgeable in omni-channel strategy and development.
- Effective in prioritizing tasks and managing time.
- Strong communication and presentation abilities.
- Adept at data-driven design and marketing strategies.
- Experienced in content strategy and customer funnel optimization.
- Creative in service delivery and visionary in creative direction.
- Leadership experience in guiding teams towards success.
- Proficient in Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign, XD, Acrobat, Premiere Pro).

Experience

InsideTracker

Graphic Designer (11/2021 - 12/2023)

- Developed visually compelling marketing materials, enhancing brand visibility and engagement.
- Collaborated with marketing team to produce innovative design solutions for digital and print media.
- Managed and executed design projects, ensuring adherence to brand guidelines and timelines.
- Utilized Adobe Creative Suite to create high-quality graphics and visual elements.
- Worked closely with web developers to ensure seamless integration of design elements on the website.
- Participated in brainstorming sessions, contributing creative ideas for marketing campaigns.
- Assisted in developing and maintaining the company's digital asset library.
- Provided design support for social media campaigns, enhancing online presence.

Front Runner Outfitters

Art Director / Marketing Project Manager (11/2017 - 09/2021)

- Spearheaded global marketing initiatives, increasing sales by 100% within a year.
- Developed comprehensive customer journey maps using data analytics.
- Standardized artwork templates for global marketing materials.
- Collaborated with diverse teams, including writers, engineers, and product managers.

- Managed campaign decks and presentations, ensuring clarity and team consensus.
- Directed creative briefs and campaign roll-outs across various channels.
- Oversaw performance reporting, contributing to brand growth.
- Innovated in interaction, visual, UX, and experience design.

Evolutions Footwear

Sr. Digital Designer & E-commerce and Marketing Project Manager (05/2015 - 11/2017)

- Orchestrated end-to-end marketing strategies for multiple brands.
- Achieved 139% user growth and 163% revenue increase through effective email marketing.
- Enhanced the Magento eCommerce platform, leading to significant performance improvements.
- Directed seasonal look book productions, managing resources efficiently.
- Fostered a positive team environment, boosting team morale and productivity.

Mustang Marketing

Brand & Graphic Designer (03/2014 - 05/2015)

- Designed an award-winning logo, pivotal to a successful company rebrand.
- Delivered diverse marketing materials to enterprise clients under tight deadlines.
- Skilled in web design, SEO, social media campaigns, and other marketing strategies.

Red Rhino Creative

Graphic & Brand Designer (01/2012 - 03/2014)

- Developed a wide range of digital marketing assets, including large format billboard designs.
- Gained proficiency in HTML through hands-on email campaign development.

Technological Proficiencies

HubSpot | Adobe CC (Adobe XD, Photoshop, Illustrator, InDesign, Lightroom, Dreamweaver, Premiere Pro, After Effects) | Microsoft Suite | Google Analytics | DotDigital | ThirdLight Digital Asset Manager | Bitly | Facebook Business | Hotjar | MailChimp | Klaviyo | Springbot | Magento 1 & 2 | Figma | Sketch | Pixlee UGC Platform | Wordpress | Criteo | Basecamp | Wrike | HTML | CSS | Adobe Acrobat