




STEPHEN MACKLIN

CREATIVE DIRECTOR

CONTACT

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-  smacklin

SKILLS

PROFESSIONAL

- Design Management
- Meeting Deadlines
- Work Ethic
- Goal setting
- Prioritization
- Brainstorming
- Problem Solving
- Team Building
- Business Writing

EDUCATION

Bachelor of Arts

Journalism
University of Maine

PROFILE

I am a creative thinker and writer who consistently produces effective and timely designs as a team leader and member. I have diverse agency and corporate experience on major national and international brands, non-profits, and local small businesses. I have lead teams creating work encompassing communications, technology, public safety, gaming, food and beverage, apparel, office products, personal care, and automotive.

WORK EXPERIENCE

Director, Creative Services

The Concept Studio | 2011 - Present

Coordinate internal and external resources to deliver best-in-class marketing and promotional executions across multiple brand categories and through both physical and digital media.

- Develop and execute engaging digital experiences while maintaining both agency and client standards.
- Introduced the agency to Lean UX design and responsive web development.
- Direct development of trade exhibitions and advertising.

Creative Director

Freelance Design | 2004 - Present

An independent graphic design practice to broaden the variety of clients and projects, offering print and web design, copy writing, and video production.

- Clients include General Electric Company, Sweet Teez Candy Shoppe, Silvermine School of Music, ThemeNaps LLC, Anecdote Solutions, Mesh Creative Group, Yacht Interiors of Essex.

Brand Graphics Leader, Sales and Promotions

BIC USA Inc | 1999 - 2009

Delivering the brand message to trade and consumer audiences for a global manufacturer of writing instruments, lighters, and shavers.

- Overseeing the work of design support staff, in-house photography, print procurement, and outside agencies.
- Managing over 300 internal projects annually resulting in a 40% reduction in outside agency expenses.

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SKILLS

TECHNICAL

- Adobe Creative Suite
- HTML/CSS
- WordPress
- Google Docs
- Print Production

EXPERIENCE

- Web Design
- Advertising: Web, Social Media, Print
- Marketing Email
- Packaging
- Catalogs
- Presentations
- Sales Video
- Sell Sheets
- Sales Kits
- Trade Shows

INTERESTS

- Cycling
- Sailing
- Cooking
- Reading

WORK EXPERIENCE CONTINUED

Senior Art Director

Market Growth Resources, Wilton CT

Art Director

Ryan Partnership, Westport, CT

Manager, Electronic Graphics

Corporate Design Systems, Stamford, CT

Manager, Printing & Graphics

Yarmouth Printing & Graphics, Yarmouth, ME

REFERENCES

Stephen O'Shea

President

The Concept Studio

T: 203 216 5994

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Doug Conner

Chief Creative Officer

Anecdote Solutions

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Mat Orefice

Creative Director

Wordplay

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