

Deborah J. Mackie

99 North Simpvers Road, Elkton, Maryland 21921 • 302.584.8840 • ardenmare@gmail.com

TECHNICAL SKILLS

Adobe Creative Suite
Microsoft Office Suite
Social Media
Product and Event Photography
Digital Photo Retouching
Quark Xpress
HTML & CSS
MAC & PC Systems
Donor Perfect Database
TAM POS Database
Constant Contact

EDUCATION

Rochester Institute of Technology
Bachelor of Fine Arts Cum Laude
State University of NY at Buffalo

INDUSTRY AWARDS

2009 Best in Show
AFP Non-Profit Communications
Girl Scouts Chesapeake Bay Annual Report
2004 Best Website
AFP Non-Profit Communications
Delaware Art Museum: www.delart.org

ARTISTIC AWARDS

2004, 2005 Best in Show
Philadelphia Flower Show Miniature Settings
2007, 2012, 2014 1st Place
Philadelphia Flower Show Miniature Settings
2003, 2006, 2010, 2011, 2016 2nd Place
Philadelphia Flower Show Miniature Settings

ONLINE PORTFOLIO

www.whitehorsestudio.com/portfolio/index.html

www.linkedin.com/in/debmackie

AFFILIATIONS

–International Guild of Miniature Artisans
–Philadelphia Flower Show Exhibitor

WORK EXPERIENCE

Membership & Graphics Coordinator 06/2013 – Present
Delaware Museum of Natural History, Wilmington, DE

–Graphic Design of all printed materials relating to Museum Membership, including brochures, membership cards, renewal mailings, event invitations, posters, signs, informational pieces, rack cards. Assist Marketing Director with website updates and design, and updates to brand standards.
–Manage membership budget, set goals for member retention/acquisition, develop annual timeline of events, and marketing promotions
–Maintain integrity and sync of constituent and POS databases, generate detailed reports, targeted mailing lists and acknowledgement letters
–Supervise and volunteers and admin staff in regards to membership bulk mailings, membership package fulfillment, and acknowledgement letters

Contract Art Director 01/2010 – 12/2011
Adecco USA/Bank of America, Wilmington, DE

–Collaborated with copywriters, junior designers and production staff to design print marketing solutions for the Global Consumer Banking division, within budget and according to brand standards

Web and Communications Specialist 10/2008 – 12/2009
Girl Scouts Chesapeake Bay Council, Newark, DE

–Designed and produced all print and web marketing materials within budget and brand standards, acquired estimates, prepared files for print vendors
–Created PowerPoint presentations for meetings and events
–Redesigned website (www.gscb.org), integrated discussion forum and camp module; set up social media presences; e-mail campaigns; tracked statistics

Contract Art Director 04/2007 – 08/2008
Adecco USA/Bank of America, Wilmington, DE

–Designed and produced print, web, PowerPoint and exhibit marketing solutions for the Global Consumer Banking division, in budget and according to brand standards

Art Director/Webmaster 01/2001 – 01/2007
Delaware Art Museum, Wilmington, DE

–Designed and produced all print and web marketing materials within budget and brand standards, acquired estimates, prepared files for print vendors
–Redesigned the Museum website, integrated it with Raiser's Edge database for online donations, set up online store and social media; HTML e-mail campaigns, tracked e-mail and website statistics

Senior Graphic Designer 04/2007 – 01/2001
The Franklin Mint, Franklin Center, PA

–Designed direct mail brochures, catalogs and print media ads for the die-cast, dolls, and retail catalog divisions.
–Supervised junior designers, directed in-house photo shoots, prepared print materials for press.