

Mallory Weise

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WORK EXPERIENCE

Art Director, Power Creative

August 2020-Present | St. Louis, MO

Concept and execute design work for strategic creative campaigns while leading relationships with clients via proactive communication to meet tight deadlines and leave people happier than I found them.

Branding & logo design - Modernize established and growing organizations to reflect strategic direction.

Website design - Build Wordpress websites that attract the right audience with branded SEO-friendly design and strong performance.

Digital & print advertising - Strategize and execute print and digital campaigns to drive audience actions and achieve measurable goals.

Social media - Create organic and paid content for Facebook, Instagram, TikTok, and LinkedIn.

Packaging - Design distinctive packaging for new products and flagship offerings.

Environmental - Collaborate with interior designers to transform commercial spaces with custom, large-scale wall graphics and murals, often incorporating 3D elements and materials.

Lead discovery workshops with clients to establish campaign objectives and goals, and present design work to clients regularly.

Hire and manage videographers, photographers, printers and freelancers to achieve goals within client budgets.

Art Director, Mason Communications

November 2018-August 2020 | St. Louis, MO

Designed contemporary websites and campaign landing pages to improve usability and appeal to intended audiences.

Executed graphics for print and digital marketing campaigns that yielded measurable results for clients.

Provided art direction and graphics for video, including television broadcast commercials, corporate presentation videos and experiential marketing event videos to keep branding consistent and memorable.

Graphic Designer, OBERD

May 2016-September 2017 | Columbia, MO

Created UI designs for mobile app that made the forms to capture patient data more approachable through color theory and responsive design.

Designed marketing materials and promotional video storyboards that brought the patient journey to life with illustrations and animation.

EDUCATION

University of Missouri

Master of Journalism | December 2017

Bachelor of Journalism | May 2016

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Website Design (Wordpress, Squarespace, Figma), Photography, Illustration, Social Media Content Creation, Project Management