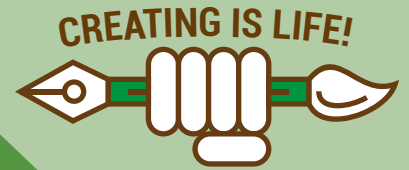


MARETTA COIVIN

586.563.6062 | macdesign.me | macdesign7@yahoo.com



SUMMARY

Innovative art director with over 30 years of experience designing strong projects/content for digital cross-functionally to achieve business goals and creative connections. I am a loyal designer with experiences and techniques to new projects/ideas. I am always open to sharing my experiences with other designers.

SKILLS

- Critical thinking
- Teamwork
- Adaptability
- Time management
- Open-mindedness
- Problem-solving
- Leadership
- Effective communication
- Work ethic
- Organization
- Creativity
- Dependability
- Research
- Conflict resolution

SOFTWARE

- Adobe Creative Cloud
- Microsoft Office Suite

TOOLS

- Basecamp
- Box
- Slack
- WeTransfer
- Harvest
- Zoom

EXPERIENCE

Real Integrated Art Director | 2 years

- Produced art layouts by developing concepts and provided work direction to staff
- Ensured that all aspects of the campaign align with the needs of the client
- Prepared projects for print and digital upload
- Strategized design, staff, or process issues
- Retouched stock photos and consumer products
- Developed typography designs and iconography charts for projects and concepts

Contract Graphic Designer/Prepress Specialist | 3 years

- Designed campaigns for events and social media posts
- Organized and curated client assets
- Prepared projects for print or digital upload with meticulous attention to detail

MAC Design Owner/Creative Director | 2 years

- Provided creative, marketing, and prepress services
- Created and implemented style guides for clients
- Finished projects within the deadline and budget approval

The MARS Agency Art Director/PowerPoint Specialist | 17 years

- Supervised assignments for a team of six employees and ensured timely completion of projects
- Digitally retouched photographs/client assets; prepared files for print
- Created and designed presentations to acquire new business
- Collaborated with CDs and other designers on new project opportunities

The Berline Group Contract Graphic Designer | 6 months

- Retouched photographs for digital collateral
- Designed strategic planning slides for presentations
- Designed logos, made minor and extensive revisions to various projects

EDUCATION

Wayne State University | Detroit, MI

Bachelor of Fine Arts (BFA) in Advertising Design