

MANDY McLAUGHLIN

GRAPHIC DESIGN

With more than 15 years of professional advertising and design experience, I am able to determine a companies strengths, weaknesses and opportunities. I have been able to successfully learn and understand the principle components of corporate branding. In turn, I have helped businesses improve their visibility in their market or industry by creating across the board branding strategies that include: print collateral, advertising (both print and web), event promotion and social media marketing, while delivering solutions to increase sales and maintain a loyal customer base for both B2B and B2C clients.

I am a proven design professional. My organizational and planning skills are demonstrated by consistently meeting deadlines and never exceeding budget. I work well in a team environment but thrive independently. I understand the principles of design and implement them into my work by choosing appropriate color palettes, font selection and photography to create an esthetic balance of design elements.

I own and operate an "agency style" design company in Hobe Sound, FL. I started this business in 2007. I have been fortunate to have so many great clients over the past 9 years.

Please visit my website to view my portfolio and read testimonials regarding my work.

www.mandymclaughlin.com

Thank you for your time and consideration.

Mandy McLaughlin

561.427.8771 | amanda92377@gmail.com

EXPERIENCE

- **Mandy McLaughlin Design LLC**
Owner, Designer | MARCH 2007 – PRESENT
- **Palm Beach Media Group**
Designer | JULY 2005 – MARCH 2007
- **National Retail Hardware Association**
Designer | APRIL 2001 – JULY 2005
- **Vertis Corporation**
Designer | MAY 2000 – MARCH 2001
- **Creative Impressions**
Designer | MARCH 1997 – DECEMBER 1999

EDUCATION

- **Indiana State University**
BS, Graphic Design | 1996 – 2000

SKILLS

- Corporate Brand Development
- Design Creation - Concept to Completion
- B2B and B2C Experience
- Email and Social Media Marketing
- Event Promotion
- Development of Marketing Collateral
- Building Customer Relationships
- Vendor and Client Communication
- Budget Conscious and Deadline Driven
- Expert Knowledge of Adobe Products (INDESIGN, ILLUSTRATOR, PHOTOSHOP, ACROBAT)
- Excellent Communication Skills