

grace maher

RESUME

3334 Long Beach Road, #145, Oceanside, NY 11572

phone 516 431 0543

email grace@gracemaher.com

website www.gracemaher.com

LinkedIn www.linkedin.com/in/mahergrace

SUMMARY

Art Director with strong skills comprised of creative conceptual communication and dynamic design. Project management skills including strategy & planning, budgeting and meeting deadlines on time. Expertise concentrated in direct response, digital and publishing.

FREELANCE CLIENTS 2003-present

AMERICAN INSTITUTE OF PHYSICS Melville, New York / digital coding
BISHOP KEARNEY HIGH SCHOOL Brooklyn, New York / event marketing & advertising
CHURCHILL & CO. Rockville Centre, New York / advertising design
CORNERSTONE PROFESSIONAL ADVISOR SERVICES Garden City, New York / advertising design
DIRCKS ASSOCIATES St. James, New York / advertising design
DIRECT BRANDS (formerly BOOKSPAN) New York, New York / Spanish book design
DOVER PUBLICATIONS Mineola, New York / book catalog design
EURO RSCG New York, New York / direct response
FABIANCIC AGENCY NY, South America & Europe / publishing print and digital design
FAIRHOPE DIRECT Mobile, Alabama / direct response design
FIFTY TALES MEDIA Seattle, Washington / publishing print and digital design
GREY FLANNEL AUCTIONS Westhampton Beach, New York / print design
IMAGINE MEDIA Oceanside, New York / digital and print design
PDQ COMMUNICATIONS Carle Place, New York / print, digital, event and email design
UNITED BUSINESS MEDIA (formerly CMP MEDIA) Manhasset, New York / event design

STAFF EXPERIENCE

BOOKSPAN, Garden City, New York 1987-2003

Formerly Doubleday Direct & Book of the Month Clubs (A Bertelsmann & Time Warner Joint Venture)

Creative Director 1994-2003

Managed day-to-day creative development for all print advertising for two book clubs, Crossings and Traditions, plus special projects. Led nine art directors, copywriters and freelancers working on direct mail, print and catalog promotions for firm created by merger of international media giants. Carefully reviewed all materials to ensure adherence to brand identity guidelines. Estimated budgets, monitored costs and deadlines for over 200+ projects annually. Collaborated effectively with Marketing, Editorial and Production team members.

- Handled more campaigns with reduced budget and staff while continuing to challenge team to high quality creative standards.
- Significantly increased creative quality by working directly with freelance art directors and copywriters and cutting high agency costs. Eliminated fees by using royalty free images and talented staff illustrators while improving quality of design.
- Achieved Marketing and Editorial objectives and increased profits by managing catalog redesign.
- Designed book jackets for special editions.
- Slashed stock photo costs by recruiting up to 30 non-professional children and parents to model for photo studio and outdoor locations shoots. Directed photographer and consulted with make-up professionals and clothing & prop stylists.
- Collaborated with freelance producer to ensure brand identity integrity on successful DRTV spot.

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BOOKSPAN, Garden City, New York

Senior Art Director

1990-1994

Designed and supervised production of eight 40-page mailings annually for The Literary Guild Book Club.

- Negotiated and commissioned upscale illustration and photography while reducing costs by average of \$1000 per catalog.
- Created highly profitable enclosures for late breaking books on very tight deadlines.

BOOKSPAN, Garden City, New York

Art Director

1987-1990

Handled design and production on various direct mail catalogs for book, music and video products.

- Introduced contemporary style to music and video catalogs, which lifted response and increased sales.
- Managed niche market book clubs for military and theatre genres with freelance designers.

QUEENS GROUP, Long Island City, New York

Graphic Designer

1984-1987

Created variety of design styles for catalog & packaging design studio/printer. Clients ranged from independent music labels and The Rolling Stones to American Bible Society.

EDUCATION

SCHOOL OF VISUAL ARTS, New York, New York

Bachelor of Fine Arts, Major in Media Arts

Continuing Education in Creative, Technology and Business Skills

NOBLE DESKTOP Software Training 2003 - present

TYPE DIRECTORS CLUB Seminar 2006

TECHNICAL SKILLS

Mac & PC platforms - Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat, Adobe Flash), BB Edit, Cyberduck, Fetch, Microsoft Office and Suitcase Fusion Font Management Software

PROFESSIONAL PARTICIPATION & AWARDS

Latino Book Awards - Cookbook *La cocina de los Estefan* 2010

Judge and Panel Chairperson for Direct Marketing Association Echo Awards in 2003-2009

Bookspan President's Award Recipient 1999