

Michael McDonald

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Portfolio: <https://mmcdonald.crevado.com>

203.676.5311

Executive Profile

Results oriented professional that has demonstrated the ability to proactively work with a cross functional team to create communications programs for marketing campaigns, product launches using digital media and sales support tactics. Strong ability to translate a clients' vision from concept to final output. Solid track record for creativity, flexibility and exceeding deadline expectations.

Adobe Creative Suite, Word and Excel Proficiency – Complete technical knowledge of the Adobe Creative and Microsoft suite programs.

Professional Experience

3M Separation and Purification Sciences Division

2014-2018

Marketing Communications Coordinator

Executed marketing projects and integrated communications campaigns that supported functional marketing/business plans, organizational plans and 3M's brand strategy.

Key Achievements:

- Led Marketing Communications activities for assigned product families/business.
- Implemented marketing communications programs and tactics.
- Determined content in conjunction with Marketing and managed approvals with key stakeholders. (Regulatory and 3rd Party certification and 3M legal organization)
- Supported marketing and sales efforts by proactively offering strategic input and tactical recommendations.
- Drove digital marketing campaigns to amplify brand messages through end users for sales growth.
- Coordinated and managed projects with design agencies, photographers and printers.
- Executed SPSP external and internal Brand Strategy activation.

Aerotek (3M Purification Inc.)

2010-2014

Graphic Artist

Managed and coordinated design projects from concept through completion. Worked closely with Marketing SBU to create vision, conceive designs, and consistently meet deadlines and requirements.

Key Achievements:

- Responsible for coordinating all print literature related to the Bill of material for each product. Work with manufacturing to ensure product orders are successfully filled.
- Design and creation of marketing and advertising materials geared toward driving sales through marketing campaigns.
- Planned and executed with packaging engineers specifications and guidelines in for IPM, 3M's packaging repository.

Michael McDonald
Olin Creative
Freelance Graphic Designer

2008-2009

Conceptualized and created B to B content for ads, brochures, packaging design, trade show booths, and product catalogs.

Key Achievements:

- Created packaging designs for new drink line & promotional concepts.
- Created point of sale materials for Morettie beer company food pairing.
- Worked on supermarket product catalog for Something Sweet, Inc.

Thule Inc.
Senior Graphic Designer

2002-2008

Successfully translated subject matter into concrete design for catalogs, promotional materials and trade show exhibits. Created design theme and graphics for marketing and sales presentations as well as Flash site content used in company web sites. Participated in team effort to streamline production of catalog and product fit guide.

Key Achievements:

- Handled Photoshop retouching and color correction of all product and lifestyle images.
- Managed all phases of design and production of the Thule Fit Guide including importing of fit data into In-Data 3rd party plug-in.
- Initiated and streamlined Thule Smart RV packaging design and color proofing die-lines.

SFA Marketing
Project Manager – Designer

1999-2002

Managed and coordinated design projects from concept through completion. Worked closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements.

Key Achievements:

- Provided proposal layout and design for million-dollar corporate contracts under extremely tight deadlines.
- Worked directly with photography studio manager to ensure Shopper Advantage catalog product shots were completed in a efficient time frame.
- Redesigned QSP's product catalog to feature more emotional and personal involvement, and simplified how its product offerings were categorized, coded and presented.

Starter Corporation
Head Active Wear Production Artist

1996-1999

Responsible for technical design and layout of garments for the NFL, MLB, NCAA and NHL Leagues. Other duties included design and layout of sportswear apparel catalog.

Key Achievements:

- Produced layouts of technical garment drawings for NFL, MLB, NCAA and NHL Leagues.
- Responsible for sizing sports logos to fit on certain print areas on jackets, shirts and hats.
- Created color call outs for satin applique and direct embroidering to garments.
- Digitally recreated Team logos.
- Communicated with department heads and product management for final client approval of ordered items.

Educational Background

University of Bridgeport, Bridgeport Ct.
Bachelor of Fine Arts in Illustration