

Heather Mallon

CREATIVE DIRECTOR | MARKETING STRATEGY | STUDIO OPERATIONS

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Creative Director and Marketing Manager who also runs the operations behind the work — concepting, copywriting, hands-on design, art direction, and workflow optimization — across multiple industries including Financial Services, Pharmaceutical, Hospitality, and Retail. Deadline-obsessed, I'm most effective where creative, leadership, and execution meet.

KEY SKILLS

- Brand Oversight
- Integrated Campaign Development (Email, Digital, Print, Social, OOH)
- Vendor Management
- RFP Research, Development & Presentation Design
- Studio Build & Infrastructure
- Resource Planning & Prioritization
- Brand Stewardship & Regulatory Compliance
- Team Leadership & Mentorship
- QA, Production & File Prep

TOOLS: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Canva, Workfront, Basecamp, Monday, Google Workspace, Keynote, PowerPoint, Microsoft Office, DAM, Movable Ink

CAREER HISTORY

M&M ASSOCIATES, INC.

11/15–5/26

Creative Director

Owned creative strategy, brand management, copy, and execution for national retail credit card portfolios simultaneously, including Walmart, Verizon, J.Crew, Crate & Barrel, Amazon, and CareCredit, across TD, Citi, and Synchrony. Each brand carries a distinct voice, value proposition, and audience, and the job is knowing them deeply enough to protect that integrity across every channel.

Direct and mentor a team of designers, art directors, and copywriters from brief through final production, while partnering directly with clients on lifecycle email strategy and concept development. Bring AI tools into the process to speed up insight extraction, concepting, and final delivery, and helped design the workflow systems that keep the studio running efficiently, reducing rework and sharpening speed-to-market.

- Drove a **13% increase in agency revenue** through workflow improvements
- Achieved a **41% open rate** on Synchrony Mastercard lifecycle email travel campaign
- Earned Hermes Gold, MarCom Gold, Davey Gold, and Communicator Excellence awards for creative direction on CareCredit and Belk

PURERED (formerly FERRARA & COMPANY)

8/14–11/15

Creative Studio Manager

Recruited to build and launch Ferrara & Company's first creative production studio, supporting national marketing campaigns across TV, print, digital, and OOH for brands including Arm & Hammer, OxiClean, Allegra, Truly Radiant Toothpaste, Hess Toy Trucks, Clump & Seal Cat Litter, and the New Jersey Lottery. Established the studio's infrastructure, workflows, documentation, and team processes from the ground up to support and deliver **250+ integrated projects annually**.

Partnered closely with creative, operations, and production teams to build workflows that improved collaboration, reduced errors, and increased speed to market. Operated as both hands-on creative lead and operations manager, translating project needs into clear deliverables while maintaining brand-consistent output across concurrent workstreams.

DIGITAS HEALTH – PUBLICIS**2/14–8/14***Art Director, Freelance*

Designed digital marketing experiences for pharmaceutical brands including Humira, Vyvanse, Caprelsa, and Faslodex, working closely with cross-functional teams to deliver clear, compliant, and user-focused creative. Concepted and designed emails, banner ads, and HCP and consumer-facing websites compliant with healthcare marketing standards, translating complex medical information into accessible, engaging experiences for both audiences. Created data-driven infographics, charts, and interactive visual tools for Humira's interactive iPad-based HCP sales platform.

IMPAX MARKETING GROUP**8/07–Closed 12/13***Associate Creative Director*

Led integrated marketing campaigns for national brands including Avis, Budget, Ramada, Nutrisystem, and The Wall Street Journal, directing concept development across print, digital, TV, and direct marketing channels. Ran the creative department as hands-on art director and studio operations manager, concepting, designing, and producing deliverables across all accounts while managing teams and workflows to keep projects moving efficiently from idea to execution.

Built and maintained internal workflow systems that improved handoff consistency and reduced revision cycles across designers, art directors, production artists, proofreaders, and copywriters, and worked closely with account, strategy, and client teams to translate business goals into effective campaign work.

- Oversaw **concept development and production of up to five tradeshow**s annually for Avis Budget Group, including food, entertainment, and wardrobe elements, managing vendors across all creative assets

PREVIOUS HISTORY

BRAD COHEN FOUNDATION**3/10–6/13***Senior Art Director***MRM PRINCETON****7/03–8/07***Art Director***EDUCATION**

MOORE COLLEGE OF ART AND DESIGN*BFA, Communication Arts (focus in illustration & graphic design)***COURSERA***Google Foundations of Project Management***6/25***Google Project Management Professional Certificate***In Progress****LINKEDIN LEARNING***Consumer Behavior Trends: Meet the Postmodern Consumer***9/21***Delegating From a Distance***9/21****INTERESTS**

Home interiors — friends and family regularly come to me for design advice, help decluttering, and pulling a room together into something unified. I build moodboards, shop spaces, and reimagine rooms to work smarter for the people living in them, applying the same eye for cohesion and problem-solving I bring to brand work.

This extends into decluttering and organizing homes on the side, creating calmer, more functional environments.