

Heather Mallon

MARKETING + CREATIVE LEADER

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With over 15 years of experience, I turn business needs into clear, compelling communications for **B2B and DTC audiences**. Expert in creative direction, copywriting, design, brand stewardship, and team leadership with a hands-on approach to getting work done — and delivered on deadline. Proficient across multiple industries including financial services, retail, pharmaceutical, travel, and consumer brands, with a track record of building stronger creative teams, improving workflows, and delivering integrated work across email, digital, print, social, video, and OOH.

KEY SKILLS

- Marketing Strategy
- Campaign Development
- Creative Direction
- Customer Lifecycle Journey
- Content & Messaging
- Print & Digital Design
- Brand Stewardship
- Team Leadership
- AI Workflow Optimization

TOOLS: Adobe Creative Cloud (Photoshop, Illustrator, & InDesign), Figma, Canva, Workfront, Basecamp, Monday.com, Digital Asset Management (DAM), Chat GPT/Claude/Gemini, Google Workspace, Keynote, PowerPoint, Microsoft 365, Movable Ink

EXPERIENCE

Creative Director

M&M Associates, Inc. | 2015 – 2026

Led creative strategy, brand management, copy, and execution for national retail credit card portfolios across TD, Citi, and Synchrony, including Walmart, Verizon, J.Crew, Crate & Barrel, Amazon, Belk, and CareCredit.

- **Oversaw 7-person creative team** across concept, copy, design, and final delivery while partnering directly with clients on lifecycle marketing strategy and campaign development.
- **Managed distinct brand voices, value propositions, and audiences** across multiple national portfolios, maintaining brand consistency across all channels.
- **Helped drive a 13% increase in agency revenue** through workflow improvements.
- **Achieved a 41% open rate** on a Synchrony Mastercard lifecycle email travel campaign.
- **Earned multiple awards**, including Hermes Gold, MarCom Gold, Davey Gold, and Communicator Excellence for creative direction on CareCredit and Belk.

Creative Studio Manager

Ferrara & Company (PureRED) | 2014 – 2015

Recruited to build and launch Ferrara & Company's first creative production studio supporting national campaigns across TV, print, digital, and OOH.

- **Established systems supporting 250+ integrated projects annually** across brands including Arm & Hammer, OxiClean, Allegra, Truly Radiant Toothpaste, Hess Toy Trucks, Clump & Seal Cat Litter, and the New Jersey Lottery.
- **Partnered with creative, operations, and production teams** to improve collaboration, reduce errors, and increase speed to market.
- **Served as both hands-on creative lead and operations manager**, translating project needs into clear deliverables across concurrent workstreams.

Art Director

Digitas Health, Publicis | 2014

Designed digital marketing assets for pharmaceutical brands including Humira, Vyvanse, and Caprelsa.

- **Concepted and designed** email, banner ads, HCP- and consumer-facing websites.
- **Created data-driven infographics**, charts, and interactive visual tools for Humira's iPad-based HCP sales platform.
- **Worked closely with cross-functional teams** within healthcare marketing and regulatory requirements.

Associate Creative Director

Impax Marketing Group | 2007 – 2013

Led integrated marketing campaigns for national brands including Avis, Budget, Ramada, Nutrisystem, and The Wall Street Journal across print, digital, TV, tradeshow, and direct marketing.

- **Directed concept development from initial idea through execution** while managing up to a 10-person creative team and workflows.
- **Served as hands-on art director and studio operations manager**, balancing creative development with day-to-day delivery.
- **Built workflow systems** that improved handoff consistency and reduced revision cycles across designers, art directors, production artists, proofreaders, and copywriters.
- **Partnered with account, strategy, and client teams** to translate business objectives into effective campaign work.
- **Oversaw concept development and production for up to five Avis Budget Group tradeshows annually**, leading creative asset development, vendor communications, sponsorship coordination, entertainment selection, and event styling, including moodboards and wardrobe direction.

PAST EXPERIENCE

Senior Art Director

Brad Cohen Foundation | 2010 – 2013

Art Director

Gillespie (MRM Princeton) | 2003 – 2007

EDUCATION

Moore College of Art and Design

BFA, Communication Arts

Coursera

- *Google Foundations of Project Management* **June 2025**
- *UC Davis Content Marketing Specialization* **In Progress**

LinkedIn Learning

- *Consumer Behavior Trends: Meet the Postmodern Consumer* **September 2021**
- *Delegating From a Distance* **September 2021**