# Heather Mallon

## CREATIVE & MARKETING LEADERSHIP

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Hands-on creative and marketing professional who designs, writes, and directs integrated campaigns across digital and print — building the studio systems that keep the work moving. Brings strategic thinking to every project and turns complex information into clear, engaging content. Experienced in highly regulated industries, including D2C and B2B retail credit card products and financial services marketing, cross-channel content development, brand consistency, and AI-assisted ideation and workflow optimization.

## KEY SKILLS

- Content Development
- Lifecycle & Email Marketing
- Copywriting & Messaging
- Brand Management
- Customer Journey Mapping
- Art Direction & Design
- Cross-Functional Collaboration
- Studio Operations & Resource Allocation
- Mentorship, Coaching & Team Leadership

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

## EXPERIENCE

### Creative Director

**M&M Associates, Inc. / NOV 2015 – MAY 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, and others.

- **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) / AUG 2014 – NOV 2015**

Recruited to build and launch Ferrara & Company's first creative production studio supporting national campaigns across TV, print, in-store, 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, Freelance — Digitas Health, Publicis / FEB – AUG 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 / AUG 2007 – DEC 2013

Promoted twice during tenure. Led integrated campaigns for national brands including Avis and Budget car rental, Ramada, Nutrisystem, and The Wall Street Journal.

- **Managed and mentored a creative team of up to 10** while directing concept development from initial idea through execution.
- **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.
- **Oversaw concept development and production for up to 5 tradeshows annually,** leading creative asset development, vendor communications, sponsorship coordination, entertainment selection, and event styling, including mood boards and wardrobe direction.
- **Art directed numerous photo shoots and commercials for Nutrisystem,** contributing to wardrobe styling and overseeing the creative vision on set.

## EDUCATION

### Moore College of Art and Design

BFA, Communication Arts *(emphasis in Illustration & Graphic Design)*

### Coursera

- *Google Foundations of Project Management, Part 1/4* — **JUNE 2026 / In Progress**
- *UC Davis Content Marketing Specialization* — **In Progress**
- *Blueprint to Brilliance Through Interior Design* — **In Progress**

### LinkedIn Learning

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