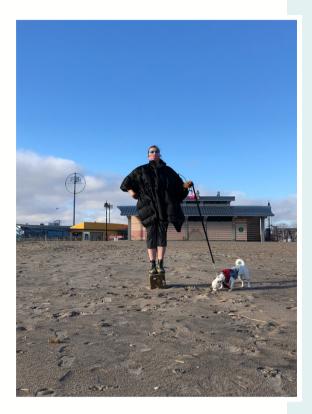
Grace MacLean

HENDERSON



Number **201-961-2898**

Email grace.henderson521@gmail.com

<u>Portfolio</u> www.gracemaclean.com

Education Marist College

Poughkeepsie, New York
Bachelor of Science in Digital Media
Minors in Graphic Design & Art History

Lorenzo de' Medici Institute Florence, Italy

Marist College
Venice Biennale Program

PROFESSIONAL EXPERIENCE

Fetch for Pets and Brand Buzz Senior Graphic Designer

October 2021 - Present

Followed brand guidelines to create marketing content for over 100 different licensees across our two companies.

Led app development for GPS Pet Trackers and Automatic Feeders. Managed the project between our licensee and a third party app developer, overseeing all content from product and packaging to app functionality and website design. Collaborated with the sales team to create eye-catching graphics for trade show—including banners, end caps, and marketing sheets.

Eataly North America

Digital Creative Specialist

December 2018 - October 2021

Same duties of the Web Designer PLUS overseeing the marketing strategy for all digital platforms. Spearheaded the 2020 \$2-million Holiday Gift Box project from conception to final distribution, including \$100,000 in B2B sales. Trained and managed the day-to-day of the Junior Ecommerce Designer and the Marketing Design Intern. Boosted lead generation by 20% over a 6-month campaign that included in-store photo booth installation, print collateral and a social media campaign for brand awareness. Managed digital advertising, SEO and web content for 7 North American stores, Eataly.com, EatalyVino.com and 3rd party vendors. Acted as Marketing Manager for the Digital Sales department, creating and implementing strategies for customer acquisition and retention.

Eataly North America

Web Designer

August 2016 - December 2018

Responsible for print and digital collateral for Eataly.com. Increased ecommerce newsletter revenue by 40% over one year by implementing a marketing strategy and modernizing graphics and content. Trained new designers and managed brand identity over multiple platforms. Collaborated with the marketing team to develop themes, strategy and guidelines for brick-and-mortar stores.

Skills

Adobe Creative Suite • Google Analytics • Photography & Photo Editing • Digital Newsletter Creation • HTML/CSS • CMS • Digital Advertising