

Grace MacLean

HENDERSON



Number

201-961-2898

Email

grace.henderson521@gmail.com

Portfolio

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