

Mary Lewis

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EXPERIENCE

GRAPHIC DESIGNER

POSH PEANUT • May 2022 – March 2026

- Led creative for cross-channel campaigns across email, web, and social, driving product launches and key brand initiatives while maintaining consistency at every touchpoint.
- Owned creative production for seasonal Shopify drops, leading campaign development for new collections and supporting six-figure revenue targets.
- Directed motion design and animation for licensed collaborations including Hello Kitty, Barbie, Hot Wheels, and Lisa Frank, elevating visual storytelling across social campaigns.
- Redesigned the wholesale brand book to enhance positioning and support retail partnerships.
- Developed a custom icon system to communicate product benefits, lifestyle features, and loyalty rewards.
- Collaborated cross-functionally with marketing, merchandising, and growth teams to align creative strategy with business goals and launch timelines.

GRAPHIC DESIGNER

HEY HONEY BEAUTY • September 2021 – May 2022

- Designed educational email campaigns and packaging assets to clearly communicate product benefits, application, and key ingredients.
- Prepared production-ready packaging files, ensuring accuracy, print compliance, and adherence to brand standards.
- Developed brand presentations and pricing catalogs for U.S. and EU markets, improving internal sales enablement and retailer alignment.
- Led product photoshoots from planning through retouching, delivering refined assets for email, web, social, and paid media.
- Partnered with marketing and product teams to maintain cohesive brand storytelling across the customer journey.

SKILLS

DESIGN

Email Marketing, Campaign Development, Art Direction, Brand Identity, Motion Graphics, DTC Marketing, Lifecycle Campaigns, Performance-Driven Creative, Marketing Analytics, A/B Testing, Visual Systems, Trend & Competitor Research, Digital Illustration, Video Editing, Photo Retouching, Packaging Design

SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Generative AI Tools, Microsoft Office, Meta Ads Manager, Shopify, Klaviyo, Attentive, Instagram, TikTok, Canva, Asana, Notion

EDUCATION

BACHELOR OF ARTS

FLAGLER COLLEGE • September 2017 – May 2020