

Michael Mawby MBA

Creative Leader with Business Acumen

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EXECUTIVE SUMMARY

As a dynamic creative leader with a strong business acumen, I drive significant business growth by aligning strategic visions with precise execution. Proficient in Adobe Creative Suite and marketing platforms, I craft compelling content to enhance customer perceptions and amplify market presence. My leadership on acclaimed projects has earned recognition, including prestigious awards, and I'm passionate about delivering measurable outcomes for forward-thinking companies.



EXPERIENCE

Director of Marketing

MYCO Mechanical, Inc., Telford, PA

3/2023 – 3/2024

Experienced Marketing Director with a successful track record in strategy development, communication, and organization. Proficient in maintaining corporate image, coordinating events, and enhancing customer perceptions using Adobe Creative Suite and marketing platforms.

- Developed and executed highly successful marketing strategies, contributing to significant business growth.
- Demonstrated exceptional written and oral communication skills, fostering strong relationships with coworkers, customers, and the community.
- Oversaw advertising and promotion activities, skillfully managing budgets to maximize Return on Investment (ROI).
- Ensured a consistent corporate image through effective branding initiatives, coordinating impactful internal events.
- Utilized Adobe Creative Suite and diverse marketing platforms to create engaging content.
- Established valuable industry partnerships, enhancing customer perceptions and strengthening market presence.
- Wrote award-winning project submissions, securing 6 local awards and a national award.

Creative Lead, Marketing

IPS – Integrated Project Services, LLC, Blue Bell, PA

2019 – 2023

- Oversaw creative marketing communications for brand adherence and enhanced equity within an 8-member team.
- Managed projects from concept to completion, ensuring on-time delivery.
- Identified and implemented process improvements for increased efficiency.
- Developed graphic templates for cross-functional teams and departments.
- Handled diverse digital media and multimedia production.
- Led award-winning projects, receiving Zweig Group Marketing Excellence Awards in 2020 and 2022.

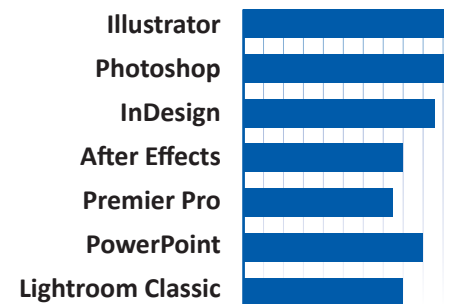


KEY SKILLS

- Creative Leadership
- Integrated Strategy
- Digital Strategy
- Adobe Creative Suite
- Creative Development
- Content Management
- Social Media Management
- Event Coordination



SOFTWARE EXPERTISE



Other Proficiencies:

- Audition
- Figma
- Prezi
- Word
- Excel
- WordPress
- Sketch-up
- Constant Contact
- Vimeo



EXPERIENCE (continued)



Marketing Communications Manager

Amertac, Breinigsville, PA

 2018 – 2019

- Strategically promoted lighting products and electronics accessories, elevating brand perception.
- Developed impactful product promotion campaigns and displays.
- Increased revenue by securing major accounts through persuasive presentations and product mock-ups.
- Elevated e-commerce sales by 56% in one quarter by enhancing the Shopify platform with engaging content and visuals.
- Created compelling print media, including packaging, product catalogs, and sell sheets.

Creative Display Designer / Project Manager

Ace Designs, Inc., Bristol, PA

 2017 – 2018

- Produced merchandising signage and displays for B2C and B2B clients, including renowned brands like Macy's, J. Crew, ULTA, and Brooks Brothers.
- Directed press and manufacturing setup of files, ensuring timely production and delivery of assets to meet deadlines.

Creative Services Manager

Dorman Products, Inc, Colmar, PA

 2009 – 2017

- Led a 5-member team of designers, copy editors, and interns, optimizing workflow and performance.
- Oversaw collateral development and distribution for promoting auto parts and home goods, supporting major accounts.
- Managed product ideation, development, launch, and lifecycle promotions, both in digital and print media.
- Completed a project updating 6K+ SKUs with design template refreshes, achieving a 6-month timeline using InDesign Data Merge.

EDUCATION



Master of Business Administration, Marketing

DeSales University Center Valley, PA, 2017

Bachelor of Arts, Integrative Arts

Pennsylvania State University, University Park, PA, 1999

VOLUNTEER AND COMMUNITY INVOLVEMENT



Design and Video Editor

Jenkins Arboretum& Gardens, 2021 - Present

Regional President

F3 - Indian Valley | Mens Fitness Group, 2023 – Present

Marketing and Communications, Vice President


Harleysville Junior Chamber of Commerce, 2016 – Present

SIDE HUSTLER



Co-owner / Editor

Mawby Photography, Lansdale, PA

 2020 – Present

- Produce media for the marketing and sale of real estate listings
- Photo editing including color correction and retouching
- Video capture and editing
- Aerial photo and aerial video capture and editing



Certification - FAA Part 107
Remote Pilot