

# Michael Mawby MBA

## Creative Marketing Leader

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**Portfolio:** mawbyone.com/portfolio

### EXECUTIVE SUMMARY



Experienced Hands-on Marketing Leader with over 20 years in design, 15+ years in marketing, and a proven track record in creative leadership. Adept at leading multimedia strategies, managing cross-functional teams, and developing award-winning campaigns. Skilled in Adobe Creative Suite, project management, and strategic marketing. Excels in translating strategic objectives into engaging visuals and fostering collaboration to achieve business goals.

### EXPERIENCE



#### Director of Marketing

Oak & Stone Advisor Marketing, Newtown, PA | *Financial Services Marketing*

October 2024 – Present

- Lead a creative team in developing and executing marketing strategies for a diverse portfolio of financial advisor clients, utilizing digital and print mediums to enhance brand visibility and engagement.
- Drive process innovation and foster cross-team collaboration, aligning creative direction with client objectives and market insights.
- Oversee budget management, mentor team members, and promote a positive work environment focused on professional growth.

#### Creative Director / Co-owner

Mawby Photography, Lansdale, PA | *Real Estate*

September 2020 – Present

- Lead branding and promotional efforts, enhancing client engagement and expanding market reach.
- Cultivate strong client relationships, resulting in increased referrals and repeat business.
- Capture dynamic aerial imagery as an FAA Part 107 Certified UAS Pilot, providing unique perspectives for clients.

#### Director of Marketing

MYCO Mechanical, Inc., Telford, PA | *Institutional A/E/C*

March 2023 – March 2024

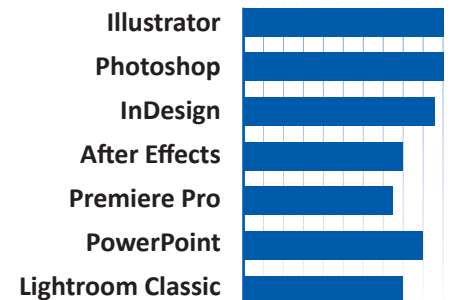
- Developed and executed targeted marketing strategies, driving revenue growth and boosting brand recognition.
- Managed cross-channel advertising campaigns, optimizing budgets to maximize ROI and meet financial goals.
- Led content creation using Adobe Creative Suite, supporting brand messaging and customer engagement.
- Built strong relationships with stakeholders and earned 6 local awards and a national award for marketing excellence.

### KEY SKILLS



- Creative Leadership
- Strategic Marketing
- Project Management
- Adobe Creative Suite
- Cross-Functional Collaboration
- Team Management
- Award-Winning Campaigns
- Multimedia Strategy Development

### SOFTWARE EXPERTISE



#### Other Proficiencies:

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

## EXPERIENCE *(continued)*



### Creative Lead, Marketing

IPS – Integrated Project Services, LLC, Blue Bell, PA | *A/E/C, Life Sciences*

February 2019 – February 2023

- Led creative marketing communications to ensure brand consistency and equity across an 8-member team.
- Managed projects from concept to completion, meeting deadlines and client expectations.
- Implemented process improvements to boost efficiency and productivity.
- Developed graphic templates to support cross-functional teams and departments.
- Produced diverse digital and multimedia content, leading award-winning projects (Zweig Group Marketing Excellence Awards, 2020 & 2022).

### Marketing Communications Manager

Amertac, Breinigsville, PA | *Consumer Goods*

February 2018 – January 2019

- Developed impactful product promotion campaigns and retail displays for major clients, securing key accounts and increasing e-commerce sales by 56% in one quarter by leveraging brand awareness and product feature communication.
- Created compelling print media, including packaging, product catalogs, and sell sheets, strategically promoting lighting products and electronics accessories to elevate brand perception.

### Creative Display Designer / Project Manager

Ace Designs, Inc., Bristol, PA | *Boutique Retail Design*

September 2017 – February 2018

- Designed retail merchandising signage and displays for B2C and B2B health and beauty 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 | *Consumer Goods, Automotive*

March 2009 – May 2017

- Led a 5-member team to optimize workflow and performance, overseeing collateral development for major retail accounts like The Home Depot, Lowe's, and Walmart.
- Managed product ideation, development, and lifecycle promotions across digital and print media, enhancing brand visibility and market presence.

## EDUCATION



### MBA, Marketing

DeSales University, Center Valley, PA



### BA, Integrative Arts

Pennsylvania State University, University Park, PA



## VOLUNTEER AND COMMUNITY INVOLVEMENT

### F3 - Indian Valley

*Mens Fitness Group*

#### Regional President (Nant'an)

2023 – Present

- Drive strategic vision, growth, and culture for the region, ensuring alignment with core principles.
- Facilitate communication, mentorship, and conflict resolution to build a supportive community.
- Organize events, recruit members, and establish new workout locations to boost engagement.

### MarCom (ComzQ)

2021 – 2023

- Create and distribute content via newsletters, social media, and Slack to enhance communication and visibility.
- Manage internal communication and ensure brand consistency for effective community engagement.

### Harleysville Jaycees

**(Junior Chamber of Commerce)**

*Community Support Non-profit*

**Marketing and Communications,**

**Vice President**

2016 – Present

- Lead marketing for the Harleysville Fair, boosting community engagement and supporting fundraising.
- Direct promotional campaigns and outreach, contributing to nearly \$100,000 raised annually for community projects.

### Jenkins Arboretum & Gardens

*Public Garden*

**Design and Video Editor**

2021 - Present

- Design and edit visual content to enhance the public garden's promotional materials and digital presence.