

# Michael Mawby MBA

## Senior Creative Services Manager

Lansdale, PA 19446  
215-350-7217 | [mawby1@gmail.com](mailto:mawby1@gmail.com)  
[www.linkedin.com/in/mjmwby/](http://www.linkedin.com/in/mjmwby/)  
**Portfolio:** [mawbyone.com/portfolio](http://mawbyone.com/portfolio)

### EXECUTIVE SUMMARY



Dynamic marketing leader with 15+ years of experience driving brand strategy, creative storytelling, and cross-channel marketing. Proven expertise in managing high-impact campaigns, mentoring creative teams, and optimizing brand consistency across digital and print platforms. Adept at translating complex ideas into compelling visuals and messaging that engage audiences and drive business growth. Strong background in content creation, digital marketing, and project management, ensuring strategic alignment and execution excellence.

### EXPERIENCE



#### Creative Director

Mawby Photography, Lansdale, PA | *Real Estate*

September 2020 – Present

- Lead branding and promotional efforts, enhancing client engagement and expanding market reach.
- Produce high-quality media assets, including photos, videos, and floor plans, to support real estate marketing.
- 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.

#### Marketing Director

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

October 2024 – February 2025

- Led 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.
- Drove process innovation and foster cross-team collaboration, aligning creative direction with client objectives and market insights.
- Oversaw budget management, mentored team members, and promoted a positive work environment focused on professional growth.

#### Marketing Director

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

March 2023 – March 2024

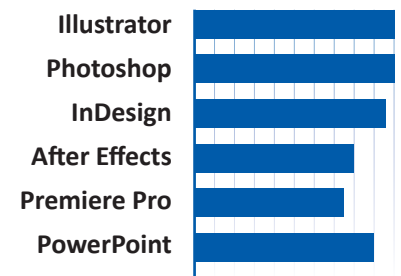
- Developed and executed targeted marketing strategies, driving revenue growth and brand recognition.
- Managed cross-channel advertising campaigns, optimizing budgets to maximize ROI.
- Led content creation and trade show marketing, enhancing engagement through booth displays and promotional materials.
- Built strong stakeholder relationships and earned six local awards and a national award for marketing excellence.

### KEY SKILLS



- Brand Strategy & Creative Storytelling
- Content Creation & Copywriting
- Digital Marketing & Campaign Execution
- Team Leadership & Mentorship
- Cross-Functional Collaboration
- Project & Workflow Management
- Data-Driven Creative Optimization

### SOFTWARE EXPERTISE



#### Other Proficiencies:

- WordPress Hubspot Figma  
Audition Canva Word Excel  
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).
- Trade Show Support: Designed and produced booth signage, video reels, giveaways, and handouts to enhance brand presence at industry events.

### 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, Packaging, 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 video and other visual content to enhance the public garden's promotional materials and digital presence.