

Mary Steffen

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SUMMARY

Creative marketing professional and brand identity manager who excels at proactively designing processes to meet or exceed project requirements, and developing talented design and production teams. Background builds synergy by combining agency, production studio, and corporate marketing department experiences in art direction, and graphic production. Superior communication skills creating successful interaction with corporate executives through administrative staff, as well as negotiating with internal clients, agencies and vendors. A highly respected, detail-driven work ethic, with strong organizational talents to achieve goals and expectations.

Expertise in Mac and PC programs including InDesign, Quark, Photoshop, Illustrator, Acrobat, PowerPoint, Word, and Excel. Knowledge of Dreamweaver and HTML.

PROFESSIONAL HISTORY

NRT Eastern Seaboard – Parsippany, New Jersey

Aug. 2008 – Present

A division of Realty, which supports Coldwell Banker and Jack Gaughen Realtor, ERA

Creative Services Manager

- Creative services manager for a team of six designers, which supports Coldwell Banker companies in Long Island, Maryland, New Jersey, Pennsylvania, and Washington, DC, and the Jack Gaughen Realtor ERA company in Harrisburg, Pennsylvania. My role was expanded from supporting only the New Jersey office to all of the Eastern Seaboard. Deliverables include advertising, brochures, sales support materials, eCards, and online materials.
- Management of a team of senior designers, graphic artists, and marketing assistant to assure projects are completed in a timely fashion with accuracy.
- Work directly with the marketing managers of each local company to support their endeavors in advertising, trade shows, events, and all marketing materials.
- Manage the scheduling and assignment of 300+ projects per month, mentor and train team members, including providing art direction, feedback and yearly reviews. Hold regular staff and production meetings to monitor project status and to assure customers are supported.

Coldwell Banker Residential Brokerage – Parsippany, New Jersey

Feb. 2008 – Aug. 2008

Residential Brokerage Headquarters for New Jersey and Rockland County, NY

Creative Services Manager/Lead Designer

Creative services team manager to support graphic and marketing needs of brokers and agents in the NJ metro franchises. Deliverables include marketing materials for clients, agents, and brokers.

- Designs for full complement of materials to re-launch program to recruit new agents for our metro area franchises. Includes print materials, ecards, ads, and online materials.
- Complete design and print management of yearly listing presentation, which is the major piece presented to potential home sellers to encourage them to select Coldwell Banker as their real estate agency.
- Development of bilingual brochure for the Hispanic market, with related ads to support a new line of materials for this specific need.

Dialogic Corporation (*former Intel division*) – Parsippany, New Jersey

2006 – 2007

Telecommunications hardware/software developer with ~600 employees and generating \$180 million in revenues.

Graphic Designer

Design and brand identity management to support US and global marketing/sales teams. Deliverables included solution collateral, event graphics, presentations, technical documentation, web graphics, photography, and development of intranet tools.

- Successfully led graphic design for Dialogic's first US partner event. Created signage, sales collateral, presentations, and display graphics. All materials designed in templates to repurpose for global events. This assured consistency, reduced costs, and enabled completion of three large events in less than one month.
- Spearheaded the timely transition of 120+ print documents to a new brand identity when the company was divested from Intel by setting new identity standards.
- Proactively developed and implemented project management tool to track, assign, and monitor all creative services projects executed by a seven person in-house team, and external agencies.

Intel Corporation – Parsippany, New Jersey

2001 – 2006

Global semiconductor developer/manufacturer with over 90,000 employees and in Top 10 of most recognized brands in the world.

Graphic Designer/Brand Manager/Budget Management

Supervised the brand identity, led concept, design, and production for print collateral, and monitored \$5 million marketing budget. Conducted art and brand direction for agencies, leadership to the internal editorial team, and training of new employees.

- Championed the 2005 brand identity transition plan, saving between \$80 - 100,000 by developing branding guidelines, tracking tools and print templates to convert materials to Intel standards.
- Executed numerous major global product launches, and received several Intel recognition awards for accelerating time to market, flawless execution, and driving sales. Achieved goal by implementing streamlined processes and tools to reduce production cycle times by 80%.
- Spearheaded the art direction and project management of a 78 page magazine for yearly partner event, and shortened the cycle time by 33% over the previous year.
- Voluntarily sought training on the Intel brand identity standards and obtained role as East Coast team leader. Supported the \$35 billion brand by formulating, and delivering training materials to 300+ employees, and assuming role as on-site brand and trademark help person.
- Balanced \$5 million marketing budget with stringent monitoring and analytical approach.

Dialogic Inc. – Parsippany, New Jersey

1995 – 2001

Telecommunications hardware/software developer with ~1,200 employees and generating \$170 million in revenues.

Creative Services Manager

(1998 – 2001)

Graphic Designer

(1995 – 1998)

Managed a team of nine, including designers, editors, traffic managers, and contractors. Promoted to Creative Services Manager after three years as the lead graphic designer.

- Led the design, writing and production of 600+ page product catalog, which was executed in a reduced timeframe and completed within 42% of budget. Goal was achieved through implementation of a structured quality control system, and a strong attention to detail.
- Recognized need for standardization of editorial/graphic production processes, and led editors to modify templates to reduce layout production time, and to assure consistency across all deliverables.
- Delegated challenging projects to junior team members to stretch their talents, resulting in the promotion of junior designer to assistant art director within two years. Built a diverse team to expand our services to the marketing organization.

Graphic Type – Hohokus, New Jersey

1988 – 1995

Local design studio serving corporate accounts and retail trade.

- Graphic Designer/Illustrator
- Generated design and illustration for varied client list including consumer, retail, and major corporate accounts. Included package design, advertising, direct mail, catalogs, and event graphics. Created full color illustrations for major fashion magazines, such as Cosmopolitan, and industrial and trade magazines.

EDUCATION

Master of Arts in Corporate Communications • Fairleigh Dickinson University, Madison, NJ

Master of Arts in Fine Arts • Montclair State University, Montclair, NJ

Bachelor of Fine Arts in Illustration • Parsons School of Design, New York, NY
Studies included four sessions in Paris, France and Tuscany, Italy

AWARDS AND ASSOCIATIONS

Member of the National Association of Women Artists (NAWA)

Member of the Lancaster County Art Association

Recipient of the National Association of Women Artists Medal of Honor
and Anna Walinska Memorial Award for Works on Canvas

Recipient of the National Association of Women Artists Virginia Stuckey Memorial Award
for Works on Canvas

Recipient of the National Association of Women Artists Beatrice Jackson Memorial Award
for Works on Canvas

Painting held in Binney and Smith Corporation Collection as recipient of purchase grant