



MAC CADY

DIRECTOR OF MARKETING // WEB DESIGNER // WEB PRODUCER

Solution-driven professional excelling in highly collaborative work environment, finding solutions to challenges and focused on complete customer satisfaction. Experience building products meeting highest standards for web design, user experience, best practices, usability and efficiency.

EDUCATION

Georgia State University
Film & Video
1998

George Mason University
Communications
1993

SKILLS

Design & Scale
Communication
Marketing
Critical Thinking
Project Planning
Time Management
Mentoring
Web, Print, & Video

CONTACT

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PORTFOLIO
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About Me

With over 25 years of experience in website design, graphic design, film/video, and communications experience, I have been responsible for the development and execution of branding, marketing, and internal/external communications for a myriad of clientele.

I use my eye for design and strong understanding of the user experience to create engaging and effective campaigns to optimize brand strategy, and distribute and maintain content across all platforms including Social Media, Websites, Print, Video Projects, and Marketing Materials for training sessions, events, and promotions.

I currently reside in Narragansett, RI.

Director of Marketing

2023-2024 // *Family Connects International // familyconnects.org*

- Manage external communication plans, processes, and deliverables such as FCI Newsletters, Website, One-Pagers, Press Releases, and Social Media posts.
- Develop, proofread, publish, and distribute educational and engaging communications to external and internal stakeholders.

UX Designer

2021-2023 // *Catholic Relief Services // crs.org*

- Re-design of the entire CRS website - Develop Personas, Testing Prototypes, Information Architecture, etc.
- Daily production needs - New Web Content, Prototyping and Mockups, Marketing Needs, Email Production.

Web Designer / Producer

1998-2021 // *WebSight Design // websightdesign.com*

- Created websites, user interfaces, mock-ups and other client related needs in the marketing arena. Various projects completed using Photoshop, Illustrator, HTML, Adobe XD, CSS as well as film & video production.