

MACKENZIE SNIDER

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SUMMARY

Results-driven emerging Art Director and Visual Designer specializing in developing strategic social media campaigns and high-impact graphic design. Proven success in increasing online sales revenue and driving audience engagement across multiple platforms. Expert in Adobe Creative Suite and AI tools, focused on maintaining unified brand voice and executing creative content efficiently.

PROFESSIONAL SKILLS / TECHNICAL PROFICIENCY

Creative Direction & Strategy: Conceptual Art Direction, Campaign Development, Brand Strategy, Visual Storytelling, Cross-Channel Integration, Go-to-Market Strategy.

Execution & Marketing: Content Creation, Graphic Design, Visual Design, Social Media Management, Digital Strategy, Performance Metrics, Copywriting, Print & Digital Advertising.

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), AI Tools (Visual & Design), Procreate, Canva, Figma, Project Management.

PROFESSIONAL EXPERIENCE

Leelanau Living | Marketing Executive

June 2025 - Present

Luxury Real Estate

- Created high-impact digital and print advertisements, including assisting in the design of the Leelanau Living Logo, for luxury real estate marketing.
- Developed and executed a comprehensive Social Media marketing plan to maintain brand voice and drive audience engagement across all platforms.
- Streamlined cross-functional communication between the Ad team and photographers, ensuring seamless content flow and visual consistency.

Aishwarya Nukala Interiors | Executive Design Assistant

Oct 2024 - Oct 2025

Interior Design Company

- Led the visual re-branding effort by designing a new Brand Logo and Website to successfully communicate the client's strategic change in brand direction.
- Oversaw and managed cross-media content creation, ensuring a unified and consistent brand voice across all digital platforms.
- Elevated client presentations by developing custom media graphics and utilizing AI tools to create realistic renovation visuals.

Paul Stuart | Creative & Content Designer

Nov 2023 - Sept 2024

Men's Luxury Clothing Brand

- Served as the main content manager and lead designer for all social media channels: TikTok, Instagram, YouTube, Threads, and Pinterest, overseeing content strategy and scheduling.
- Directed email marketing design and coordinated multiple cross-platform media campaigns, promoting men's luxury clothing.
- Achieved significant social media growth by increasing following across all 5 of the brand's social media platforms.
- Created and developed original media graphic designs and visuals for all campaigns, ensuring consistency with brand aesthetic.

Copper Penny | Content Creator & Sales Associate**Winter 2023 - April 2023***Women's Boutique Clothing Store*

- Increased online sales revenue through the creation and execution of custom, strategic Social Media Campaigns.
- Utilized visual design skills to mock up all new store displays for leadership review before in-store implementation.

PROFESSIONAL PROJECTS

Kimberly Creamer | Real Estate Agent**August 2025 - Sept 2025**

- Website redesign, and website marketing plan to help improve brand aesthetic.

Vidar Fitness | Personal Trainer**Oct 2024 - Mar 2025**

- Complete Brand Design & Marketing Strategy package. Including Social Media Content and Website.

EDUCATION

B.F.A Advertising & Branding, Art Director**Sep 2019 - May 2023***Savannah College of Art and Design*

- Relevant coursework in Advertising & Branding, Art Direction, Project Management, and Campaign Design.

UNIVERSITY PROJECTS

Nike Origin | Co Art Director

- This campaign brought awareness to the long and challenging journeys immigrants take to come to the US.
- Conveyed immigrant origin stories through a new shoe launch, website integration, OOH ads, Origin podcast, and a social challenge. Designed the Nike Run Club App takeover, Instagram post, Consumer Profile, and Brand Guide.

PETA Billboard Takeover | Co Art Director

- Developed and collaborated on The Times Square Uncaging tactic as part of a multi-media campaign that brought awareness to the speciesism within the fashion industry.
- **Awards/Activities:** Was shortlisted in the Integrated category for The One Club for Creativity's - 2023 Young One's Competition.

Breakup Beats | Art Director | Senior Thesis

- Commercial concept for the Beats X Kim line, meant to express how big of an effect music has on us.

ADDITIONAL INFORMATION

- **Languages:** English.
- **Certifications: Business Career Program** | TBAISD Career Tech Center, Sep. 2017 - Jun. 2018