

# Cynthia Mallard

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**EXPERIENCE SUMMARY:** Over 20 years art direction, design and art experience in diverse industries to include: printing and publishing, healthcare, medical research, technology, music, art and photography. Experienced in methods and operations of entrepreneurial company start-ups. Highly skilled in Art Direction; Graphic Design; Photography; Illustration; Artwork; Customer Service; Direct and Indirect Sales; Sales and Marketing Development. Founded several successful businesses. 8 years as Art Director and Graphics Manager for SHPS Inc. Self-employed business owner for over 14 years. Self-starter, team player, learns quickly and needs very little direction. Can lead people and delegate responsibilities. Organized, multi-tasking individual with outstanding people skills. Proficient in Adobe Creative Suite, CMS, CSS, SEO, DNS, HTML, Omnigraffle, Wordpress, Dot Net Nuke, Analytics, Google Apps, Web-based Training, Social Media, e-Mail Marketing and e-Commerce. In three words: **Creative, friendly and loyal.**

1994 - 2009 | [Prismatek](#), Raleigh, NC (*Software, Technology, Publishing*)

**Operations/Client Services Manager/Art Director**

- *Responsible for launch of Content Management System (CMS) website service resulting in 100% increase in revenue in two years*
- *Create and implement new strategies to develop sustainable client relationships through print and online marketing, trade shows, web-based training, social media and email campaigns*
- *Provide art direction for print collateral, websites and product design for internal and external customers*
- *As a founding member I helped to build the company infrastructure*

Oversee day-to-day activities in sales, marketing, support, communications and client services to support company product and services. Collaborate with team members and clients to design, develop, implement and influence new and existing products and services. Manage staff to facilitate successful product launch and ongoing support. Protect and improve client relationships through vendor shows, call campaigns, training webinars, email campaigns and direct mail. Provide art direction for marketing materials, exhibits, web-based applications, custom development and website services through clear communication of design concepts, UI standards and Web 2.0 patterns.

1997 – 2005 | SHPS, Inc., Raleigh, NC (*Healthcare, Publishing*)

**Art Director/Graphics Manager**

- *Art direction, consulting and brand management from concept to archive*
- *Prepare and present ideas and concepts to executive management*
- *Work with content development to produce marketing materials*
- *Work with production team to facilitate best practice in print workflow*

Provide creative solutions, art direction, design, layout, and print production for 5 healthcare programs and brands. Manage design consistency within internal and client brands for print and online projects. Recruited contract printer to manage a book of business worth over 2.5M a year. Collaborate with content development and fulfillment teams and web developers. Manage outside resources and mentor co-workers. Work directly with high-level executives to support sales and build awareness. Foster relationships with print vendors, photographers, illustrators and USPO mail design specialists to ensure quality, compliance and reduced costs. Provide UI direction for internal product software. Design, present, and produce internal/external marketing communications; support sales & marketing at national tradeshow. Create, maintain and archive graphics library of customer print materials, brands and images. Analyze and recommend hardware and software updates to management that support keeping pace with technology and enhancing product deliverables.

1996 – Present | [Cynergie Studio](#), Raleigh, NC (*Business, Start-up, Publishing*)  
**Owner/Art Director**

- *Provide art direction, graphic design for print and online projects*
- *Create, direct and work with teams to deliver successful client deliverables*
- *Promote and integrate social media into customer marketing plans*
- *Produce original photography and artwork to use in customer materials*
- *Award-winning studio for logo, stationery and book design.*

Cynergie Studio is a full-service design and marketing firm providing innovative and customized print and online services for individuals and companies. Industries include publishing, healthcare, music, medical research, technology, nonprofit and retail. Create comprehensive business identities, book designs, specialized products, wire frames, business illustrations and website designs. Help customers reach their goals and actualize their ideas by listening well, responding quickly, organizing events, writing effective copy and providing timesaving technology options for efficient communication.

1994 - 1996 | Marketing Partners, Cary, NC (*Publishing*)  
**Art Director/Managing Editor**

Direct, design and produce marketing materials, advertising, and promotional campaigns to generate readership and influence ad sales for *Holly Springs News*. Lead initiative to re-focus and re-design the newspaper's brand, content and layout. Work as liaison to photographers, writers and vendors. Responsible for client relationships, reviewing and editing content and print production.

#### **COMMUNITY**

Independent Communicators Alliance (2009/10 Board Member, Treasurer)

Business and Professional Women of Raleigh, NC (2009/10 Board Member, VP Programs)

Morrisville Chamber of Commerce (2009-10 Member)

PechaKucha Night Raleigh (Co-organizer)