

Mackenzie Barry

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PROFESSIONAL EXPERIENCE

Carpe Diem Community Solutions, Panama City, FL

2020 to Present *Graphic Artist*

- Responsible for designing all marketing and business collateral including, but not limited to, website graphics, handouts, newspaper ads, event branding elements, and e-blast graphics.
- Works closely with President and various Project Managers to ensure the success of marketing campaigns through visual elements.

Big Chico Creek Ecological Reserve, Chico, CA

2018-2019 *Graphic Designer*

- Designed posters and flyers advertising the 20th Anniversary Gala.
- Designed 12-page annual report for distribution to donors and Board of Directors.
- Routinely created informational brochures outlining donor classification, utilizing a unique theme specific to the mission of BCCER.
- Developed graphic layout and created a dynamic form to entice donors to make charitable contributions.
- Utilized skills as a photographer, capturing and editing content for BCCER as required for projects.
- Sole graphic designer and key contributor in the creation of a multi-page, full-color publication for distribution at 20th Anniversary Gala.
 - 500 copies distributed.
- Team player creating a cohesive branding system for BCCER.

Music & Theatre Department, California State University, Chico, CA

2018-2019 *Graphic Designer*

- Lead redesign of six different fact sheets for incoming music majors.
- Sole graphic designer in charge of creating marquee posters and programs for multiple music and theatre events.
- Assisted with office duties supporting seven music department faculty members.

EDUCATION & CERTIFICATION

Bachelor of Arts in Communication Design with an emphasis in Graphic Design, 2019, *California State University*

Associates Degree in Visual and Performing Arts with emphasis in Graphic Design, 2016, *San Diego Community College District*