

Maranda Charlene Lender

Creative Director and Marketing Graphic Designer

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PROFESSIONAL EXPERIENCE

Creative Director – *ClickUpon Social Targeting Agency*

Lancaster, PA – March 2017 to Present

- Leads a dynamic team of Graphic Designers (up to 3 at a time), driving the production of high-quality digital & print deliverables for a diverse portfolio of 100+ clients across multiple verticals simultaneously.
- Ensures brand integrity & strategic alignment in every project by meticulously enforcing client guidelines across all marketing materials & campaigns, delivering cohesive & impactful results that resonate with the clients' vision & goals.
- Collaborates closely with the company President & sales team to elevate client strategies, driving a 30% revenue increase through compelling, customized pitches & strategic creative direction.
- Implemented on-boarding strategies for marketing specialists & training initiatives for graphic designers; improving team integration & performance, contributing to a 35% increase in project completion rates.
- Responsible for deliverables for larger spend clients including 12 MiLB teams & franchise businesses like Duck Donuts, Maaco, YMCA.
- Spearheads automation initiatives & optimizes project management software to streamline workflows, resulting in a 22% increase in overall efficiency & productivity across all teams.
- Founded an innovative creative department during early inception of business, revitalizing brand image through strategic rebranding efforts & enhanced deliverable quality, resulting in a 40% increase in client satisfaction & 50% sales growth within the first 9 months.

Graphic Design Consultant – *MassMedia Marketing, Advertising, PR*

Las Vegas, NV – March 2021 to June 2024

- Developed visually engaging assets for multi-channel marketing campaigns, resulting in a 20% increase in attendance for three McDonald's grand openings and a 30% rise in leads for Circus Circus and Treasure Island.
- Created a comprehensive brand roadmap for Circus Circus' new vintage casino offering, overseeing external & internal signage, as well as promotional materials, leading to a successful hard launch & a high-profile influencer event.
- Contributed a 25% increase in successful bid awards by designing award-winning RFPs for major brands including Wingzone, UNLV, Nevada State University & the Nevada Department of Wildlife.
- Reduced deliverable creation & proofing turnaround time by 55%, significantly enhancing client satisfaction & increasing departmental production efficiency.
- Optimized files for print for a variety of cross channel vendors, providing expert guidance & training to account leads on industry standard file preparation, ensuring consistency across all platforms.

Graphic Designer and Marketing Specialist – *Oaktree Outdoor Advertising*

Lancaster, PA – March 2017 to September 2022

- Constructed entire structure of internal company operations from scratch within the first 4 weeks of hire, setting a robust foundation for streamlined operations, including but not limited to: workflows, scheduling, CRM, contracts, reporting, & client asset organization.
- Crafted cohesive branding identity to facilitate marketing the business and drive sales, adjusting brand identity through evolutions.
- Developed scheduling framework for creative implementation & advertising panel availability across entire billboard network, enhancing efficiency, reducing overlap, quantifying location metrics & optimizing placement.
- Conceptualized, strategized & executed high-impact billboard campaigns for 90% of clients, delivering consistently successful outcomes that drove exceptional client satisfaction & fostered long-term retention through innovative creative direction & execution.
- Continues to provide design & leadership support, training new employees as required to maintain operational excellence.

Electronic Prepress Technician – *The Maple Press Company*

York, PA – May 2013 to January 2017

Digital Press Manager & Design Specialist – *Elizabethtown College*

Elizabethtown, PA – September 2011 to May 2013

EDUCATION

Pennsylvania College of Art & Design – *BFA Communication Arts*

2006 - 2010

Quantic School of Business – *Executive MBA*

Est. November 2024 - May 2026

CORE COMPETENCIES

Software/Platforms: Adobe InDesign, After Effects, Illustrator, Photoshop, Figma, G Suite, Office 365, Meta Business Manager, TikTok, WordPress, Elementor, MailChimp, Klaviyo, Constant Contact, Monday.com, Asana, FunctionPoint, Slack, HTML/CSS

Deliverables: Video Production, Motion Graphics, Reels, Digital Graphics, Web Design, Email Marketing, Large Format Print, Direct Mail Print, Billboards, Packaging Design, Illustration, Photography, Copywriting

Theory: Design Leadership, Project Management, Collaboration, Branding, Typography, Color Psychology, UI/UX Design, B2B & B2C, Retail, Multi-Channel Marketing, UGC