

MARGARET WOLF

Queens, NY | Email: mwolf@margaretwolf-graphicdesign.com | Website: <http://margaretwolf-graphicdesign.com>

MARKETING AND GRAPHIC DESIGN PROFESSIONAL WITH 20+ YEARS OF DIGITAL, PRINT, VIDEO AND SOCIAL MEDIA EXPERTISE

Created engaging marketing materials that were viewed by millions of consumers, raised brand awareness, and boosted profitability. Produced clear, concise, creative digital and print media consistently on time and within budget.

SKILLS

Proficient in Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Premiere Pro; HTML, CSS, WordPress; Microsoft Office: PowerPoint, Word and Excel; QuarkXPress, Edelweiss, Salesforce, and Constant Contact

PROFESSIONAL EXPERIENCE

MARKETING AND GRAPHIC DESIGN CONSULTANT *Self-employed* (Queens, NY) | 9/2020—present

Taking on marketing challenges with print and digital solutions.

MOUNT SINAI HEALTH SYSTEM (New York, NY) | 6/2018—9/2020

Project Coordinator, Department of Urology

Created integrated marketing campaigns that increased patient volume by 87% and highly profitable robotic surgeries by 27%, and drove a 35% growth in brand reputation in the critical *U.S. News & World Report* Best Hospitals survey

- Crafted impactful website content and collateral sales material to highlight four key product lines (Prostate Cancer, Kidney Cancer, Bladder Cancer, Kidney Stones)
- Generated buzz, boosted brand awareness, and delivered new patients through writing, designing, and scheduling social media posts (Twitter, Instagram, Facebook, LinkedIn)
- Launched telemedicine visits via a robust email and website campaign generating over 5,000 patient visits in one month
- Marketed events (International Urologic Oncology Symposium) and master classes (American Urological Association 3-D Surgery) that increased the department's brand reputation to 2,500+ physicians and researchers
- Designed a new Specialty Report that showcased clinical, research, event, and philanthropic achievements for 8,000 urologists voting in the *U.S. News & World Report* Best Hospitals survey
- Managed the calendar for Center of Excellence for Prostate Cancer seminar series coordinating with internal/external guest speakers and composed email blasts to 1,000+ physicians and researchers promoting weekly meetings
- Administered vendor invoice approval and facilitated budget tracking

DOVER PUBLICATIONS – Book Publishing Division of LSC/RR Donnelley (Mineola, NY) | 2011–2018

Graphic Designer, Trade Marketing

Delivered \$5 million in incremental revenue from display-based programs sold into national accounts (Barnes & Noble, Michaels, Cracker Barrel) and increased small account revenue by 48% through design and project management

- Developed plans and logistics for 30+ events and tradeshow, including signage, giveaways, ads, social media, video presentations, and booth configurations that were viewed by over 200,000 attendees
- Designed and coded 200+ HTML email campaigns targeting 4,000 trade (B2B) contacts resulting in improved open rates
- Produced impactful banner ads and landing pages on trade (B2B) website viewed by over 10,000 customers
- Generated traditional media (*New York Times*, *People Magazine*, *USA Today*) and social media buzz which boosted brand awareness and grew sales
- Coordinated 2,000+ brochures, sell sheets and catalogs with outside vendors to ensure quality deliverables
- Supervised designers and copywriters on special projects

Freelance Graphic Designer (Queens, NY) | 2009—2011

- Clients included: **Kelly O'Malley Mattone, MD**, **Xenon Consulting Inc.**, and **Grace Maher Graphic Design**
- Designed various print media from concept through production
- Directed freelance designers and photographers for print projects

Bookspan Inc., formerly a division of Bertelsmann Inc., (Garden City, NY) | 1996—2009

Freelance Graphic Designer

- Designed and produced print media for the largest national direct-mail publisher of books, reaching over 1 million customers and consistently driving increased revenue
- Supervised creative staff in development of multiple seasonal catalogs

EDUCATION

PARSONS SCHOOL OF DESIGN (New York, NY) *Bachelor of Fine Arts in Communication Design*

NOBLE DESKTOP (New York, NY) *Web Design Certificate*