Mary Leszczynski

INFORMS: 2019-present Creative Director 2012-2018 Design & Brand Manager; 2008-2012 Senior Graphic Designer; 2007-2008 Graphic Designer Responsible for INFORMS' creative output designed to highlight and grow the OR/MS and analytics community. I develop and disseminate design and marketing plans that support and grow INFORMS programs and mission. I lead a team of skilled designers and content creators while handling meetings and presentations with internal and external stakeholders. I have a rigorous, fast-paced role that includes a wide skill set and the ability to adapt to meet the changing demands of both the society and methods of consumer consumption.

EXPERIENCE

Lead Projects from brainstorming to execution. Delegate tasks to team members, supervise process, give feedback, and incorporate lessons learned to maximize efficiency, creativity, and value to members. Responsible for meeting deadlines and budgets and that project adheres to brand guidelines and best practices.
Example: Led 18 month redesign of INFORMS website, launched on time, under budget, won two awards, and increased average time on page while decreasing bounce rate.

Develop Solutions based on research and data. Determine client's true needs and best solution to the problem and educate them on best practices. Solutions keep in mind brand mission, client/prospect behavior, and brand standards. Demonstrate ROI for newly introduced solutions to both measure success and get client buy-in.
Example: Directed redesign of INFORMS Journals to create a branded suite, while maintaining an individual identity for each journal. Worked with Editor in Chiefs to make sure artwork resonated with their particular community.

Build Team Culture to make department collaborative and forward looking. Educate team on INFORMS' mission and how their goals fit into company goals. Provide mentoring and training while nurturing and motivating team, thereby creating a challenging and enjoyable place where team is growing, learning, and feeling valued.
Example: Instituted a weekly Creative Team meeting where the marketing team gets opportunity to share their work, receive constructive feedback, and brainstorm new solutions. Open door policy to help team members work through challenges in a they feel empowered and supported.

Strengthen Branding by creating a brand story based on existing message house. Create a narrative that resonates with stakeholders to increase engagement by creating an authentically human and highly personalized experience.
Example: Created INFORMS Branding Guide to assist Subdivisions and INFORMS departments in keeping branding consistent across products and platforms.

Manage Clients and Vendors to act as partners on projects to ensure a holistic experience for both staff and clients. Recruit and manage freelancers and suppliers for support on projects.
Example: Work with AV company to create annual 1.5 hour Gala highlighting prizes and awards.

KNOWLEDGE & SKILLS

Design and marketing expertise – Develop branding, evaluate designs, launch, track, and evaluate marketing campaigns that are relevant, measurable, and meeting customer needs at every stage of the buyer's journey.

Innovative thinking – Conceptualize and execute innovative, out-of-the-box solutions that align with mission and branding while delighting stakeholders.

Project management – Organized with a track record of successfully implementing projects from start to finish, meeting time and budget requirements. Optimize overall team workflow and help to solve roadblocks.

Interpersonal skills – Maintain positive relationships with internal and external clients, encouraging two-way communication and fulfilling requests in a creative and timely manner. Strive to educate clients on examining needs and ways to communicate those needs. Actively works on team relationships to ensure creative work environment.

Presentation skills – Present proposals and status reports to clients or stakeholders, an excellent communicator who can speak confidently in both one-on-one and in group settings.

Tools of the Trade – Adobe Creative Suite, CMS (EZ Publish, WordPress, Atypon, Higher Logic, etc.) Marketing tools (ex. HubSpot Certified), SEO (ex. SEMRush SEO Fundamentals) & Project Management/workflow tools (ex. inMotion)

EDUCATION

UMBC 2006; 3.94 Visual Arts, Graphic Design; Art History minor