

# Mary Leszczynski

**INFORMS**  
2021–  
Director,  
Marketing

As INFORMS' Marketing Director, I oversee creative output, focusing on growing the OR/MS and analytics community. I develop and execute design/marketing plans, lead team, manage stakeholder meetings, and budget. I adapt to audience needs and enhance INFORMS' programs and mission.

2019–2021  
Creative  
Director

## EXPERIENCE

**Lead projects** from inception to completion, delegating to team members, supervising processes, providing feedback, and incorporating lessons learned to maximize efficiency, creativity, and value. Ensure projects adhere to deadlines, budgets, and brand guidelines.

**Example:** Led redesign of informs.org, launched on time and under budget. Increased unique visitors by 10.47% & average time on page by 4 seconds, while decreasing bounce rate by 1.95% in one year.

2012–2019  
Design  
& Brand  
Manager

**Develop solutions** based on research and data, ensuring alignment with stakeholder needs, brand mission, and best practices. Educate clients on best practices and demonstrate ROI.

**Example:** Directed the redesign of INFORMS journals to create a branded suite, maintaining individual identity for each journal, ensuring artwork resonated with each community.

2008–2012  
Senior  
Graphic  
Designer

**Foster** a collaborative and forward-looking culture by educating team on INFORMS' mission, OKRs and aligning their goals with company objectives. Provide mentoring and training to nurture and motivate team members.

**Example:** Instituted daily creative meeting for the marketing team to share work, receive feedback, and brainstorm new solutions, fostering a supportive environment.

2007–2008  
Graphic  
Designer

**Manage department budget**, ensuring projects are completed within budgetary constraints while maximizing value and creativity.

**Example:** Managed a department budget of \$1.25M, ensuring projects were completed within budget and delivering high-quality results and an optimized ROI.

**Create a brand story** based on branding framework to increase engagement and create a personalized experience for stakeholders.

**Example:** Created the INFORMS Branding Guide to maintain consistent branding across products and platforms and to educate stakeholders.

**Act as a partner** to clients and vendors, ensuring holistic experience for all. Recruit and manage freelancers and suppliers for project support.

**Example:** Worked with AV partner to create elegant Gala showcasing INFORMS awards.

**MEMBER**  
AIGA  
AMA  
ASAE  
CESSE

## KNOWLEDGE AND SKILLS

**Design and Marketing Expertise:** Develop branding, establish KPIs, track, evaluate, and optimize marketing campaigns that meet customer needs at every stage of the buyer's journey.

**Innovative Thinking:** Conceptualize and execute solutions that align with mission and branding to delight stakeholders and customers.

**Project Management:** Successfully manage simultaneous projects from start to finish, meeting time and budget requirements.

**Interpersonal Skills:** Maintain positive relationships with internal and external clients, encouraging two-way communication and fulfilling requests in a creative and timely manner, while mentoring team members in an one-on-one setting.

**Presentation Skills:** Present proposals/status reports confidently in both one-on-one and groups.

**Budget Management:** Manage budget to ensure projects are completed within constraints.

## TOOLS OF THE TRADE

Adobe Creative Suite, CMS (EZ Publish, WordPress, Atypon, Higher Logic, etc.) Marketing tools (ex. HubSpot and GA4 Certified), SEO (ex. SEMRush SEO Fundamentals), Project Management/workflow tools (ex. Lytho). IDEO Advanced Design Thinking Certificate

