

# MARYORIE PAVON

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512.961.2287

## SOFT SKILLS

Bilingual (Spanish)  
Self-starter  
Problem-solver  
Customer Obsessed  
Critical Thinker  
Effective Communicator  
Goal Oriented  
Task Prioritization  
Project Management  
Quick & Eager Learner  
Team Player & Tutor

## TECHNICAL SKILLS

Adobe Creative Cloud  
Figma, Sketch & Invision  
Basic SEO & HTML  
WordPress & ZenDesk  
Workfront  
Salesforce & Trello  
Social Media & Analytics  
Mailchimp  
iMovie & Vyond  
FB Business Manager  
Google Docs & One Drive  
Smartsheets  
HootSuite

## EDUCATION

BACHELOR OF SCIENCE  
ADVERTISING  
MINOR IN ART & DESIGN  
Texas State University · 2017

ASSOCIATES DEGREE  
GRAPHIC DESIGN  
Austin Community College · 2013

## AWARDS & CERTIFICATES

ORANGE SPOTLIGHT  
The Home Depot · 2022

PROJECT MANAGEMENT  
Education To Go · 2022

EMAIL MARKETING  
HubSpot Academy · 2018

## Senior Marketing Content Specialist—Pro Marketing Strategy

*The Home Depot*

*April 2022—Present*

Responsible for the design and concept creation of multichannel campaigns, print & digital assets—including selling guides, reports, catalogs—video creation & animation and landing pages to support a five-billion-dollar business.

- Re-designed landing page for Pro Suppliers to communicate new strategy and improve the user experience and usability resulting in an increase of users of 15% and 20 % CTR in the first 30 days since launching
- In partnership with the Pro Merchandising team, designed 40 project catalogs during Q1-Q2 FY2023 to aid the Outside Sales team, supporting \$1.5+ million in sales during the first 180 days of completion
- Manages complex projects from kick-off to completion with cross-functional teams—including creative brief review, setting expectations, establishing timelines and progress for stakeholders and team members
- Collaborates, mentors and coaches team members during weekly peer and creative reviews, live working, shadowing and training sessions
- Acts as Co-chair of the DEI and member of the Voice of The Associate committees

## Marketing Content Specialist—QuoteCenter

*The Home Depot*

*August 2021—April 2022*

Designed multichannel marketing campaigns & materials to drive awareness of The Home Depot QuoteCenter products, brands and capabilities to 300,000 Associates, resulting in \$3 billion of sales support during FY2021 and FY2022.

- Redesigned the Pro Associates' website to improve user experience, usability and created a communication plan to ensure awareness and adoption of the new capabilities with a multichannel internal campaign, resulting in an 85% adoption and an average of 70% CTR during the first 180 days of going live
- Produced a video to bring awareness to Associates of a multi-component project capability solution offered to customers, resulting in a 15% increase in quotes for this capability during the first 90 days of adoption
- Reviewed and provided feedback to peers during weekly creative reviews

## Graphic Designer

*Hawthorn Senior Living*

*April 2019—August 2021*

Developed new advertising concepts for multichannel campaigns, collateral & promotional materials in support of \$400+ million in revenue.

- Partnered with C-level executives to understand the organization's goals to design print & digital campaign concepts to promote 75+ retirement communities, supporting an increase in the census from 70% to 98%
- Designed, scheduled, and monitored social media campaigns for 75 communities, resulting in a 60% increase in engagement and a 90% increase in followers
- Communicated with 55+ newspaper representatives, community managers, and vendors to ensure quality control and execution of all projects