

MARYORIE PAVON
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512. 961. 2287

Versatile and innovative graphic designer with extensive experience in delivering engaging visual content for diverse channels. Dedicated to combining creativity with strategic insight to elevate brand presence and achieve business objectives.

SOFT SKILLS

Bilingual (Spanish)
Self-Starter
Innovative
Problem-Solver
Critical Thinker
Effective Communicator
Goal Oriented
Task Prioritization
Project Management
Quick & Eager Learner
Team Player & Tutor

TECHNICAL SKILLS

Adobe Creative Cloud
AI Toos (i.e. Jasper, Firefly)
Figma, Sketch & Invision
Vyond, Camtasia & Imovie
AfterEffects
Basic SEO & HTML
WordPress & Zendesk
Mailchimp
FB Business Manager
Social Media & Analytics
Smartsheets
HootSuite
Workfront
Salesforce & Trello

AWARDS & CERTIFICATES

Orange Spotlight
The Home Depot • 2023

Project Management
Education To Go • 2022

Email Marketing
HubSpot Academy • 2018

EDUCATION

Bachelor of Science
Advertising • Minor Art & Design
Texas State University • 2017
Magna cum laude

Associates of Science
Communication & Graphic Design
Austin Community College • 2013
Cum laude

Sr. Marketing Content Specialist — Pro Marketing Strategy

The Home Depot

April 2022—Present

- Implemented a pilot program utilizing Adobe Express for templating recurrent assets, enabling team stakeholders to serve themselves, and became one of the first team members trained on AI to enhance workflow efficiency.
- In partnership with the Pro Merchandising team, designed 40 project catalogs during Q1-Q3FY2024 to aid the Outside Sales team, supporting \$1.5+ million in sales during the first 90 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 creative reviews, live working sessions, shadowing, and training.

Marketing Content Specialist — QuoteCenter

The Home Depot

August 2021—April 2022

- Revamped the Pro Associates' website to enhance user experience and created a communication plan that drove 85% adoption and a 70% CTR within 180 days of launch.
- Produced a video that raised awareness of a multi-component project solution, resulting in a 15% increase in quotes within the first 90 days.
- Provided feedback during creative reviews to foster collaboration and continuous improvement among team members.

Graphic Designer

Hawthorn Senior Living

April 2019—August 2021

- Enhanced project management by implementing new software, boosting team productivity by 30%.
- Collaborated with 55+ newspaper representatives and vendors to ensure quality control and successful campaign execution.
- Worked with C-level executives to design print and digital campaigns, increasing retirement community census from 70% to 98%.
- Developed and managed social media campaigns for 75 communities, leading to a 60% increase in engagement and a 90% growth in followers.