

MARY DOUGLAS

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CREATIVE DIRECTOR : EXPERIENCE MAKER: BRAND & MARKETING LEADER : STRATEGIST

Versatile and strategic leader who leverages visual design, marketing and production to develop powerful solutions that elevate brands and drive revenue. Founder and Creative Director of a successful agency developing compelling campaigns, experiences and events across industries including healthcare, non-profit, retail, travel and financial services. An engaging and dynamic partner and exceptional relationship builder who collaborates with clients to achieve marketing and company goals. Moves easily between multiple projects and competing priorities while always driving innovative thinking and creative excellence. Recognized for her work with multiple industry awards. A highly respected, confident leader who coaches and inspires cross-functional teams to reach personal and professional objectives.



AREAS OF EXPERTISE

Creative Leadership | Brand Development | Business Strategy | Advertising | Marketing
Copywriting | Social Media | Event Design & Production | Client Relationships
Budget Management | Dynamic Presentation Skills | New Business Development
Contract Negotiation | Vendor Management | Training | Team Development



PROFESSIONAL EXPERIENCE

Corinthian Events – Boston, MA

2000 – 2019

FOUNDING PARTNER, CREATIVE DIRECTOR & CHIEF MARKETING OFFICER

Established this full-service special events, destination and meeting management company serving a top-tier corporate and non-profit client base. Built the business by developing and executing short- and long-term strategic plans. Led strategy and implementation of integrated branding, marketing and advertising programs, web and social media initiatives to build brand awareness and increase sales. Creative Director for Fortune 500 clients, overseeing design concept through on-site execution for 250 high-end events annually. Key driver in planning and executing sales strategy, developing new business pitches, participating in trade shows and industry events. Managed and developed a cross-functional team of 21 marketing, creative, production, sales, account management and technology employees.

- **DESIGNED AND IMPLEMENTED BRANDING, MARKETING AND CREATIVE STRATEGIES** to expand Corinthian Events from 3 partners to a staff of 24 with \$10M+ in annual revenue over an 18-year period.
- **FOSTERED AN INNOVATIVE TEAM BY DEVELOPING, SUPPORTING AND CULTIVATING** junior through senior positions while integrating all levels into the creative process.
- **SPEARHEADED PROCESS DEVELOPMENT AND SCALING METHODS** to improve workflow and enable expansion of business to include venue and event management, graphic design and event registration services.
- **CREATED MEMORABLE AND UNIQUE BRAND EXPERIENCES** for clients while building and maintaining strong relationships, resulting in repeat business year over year.

PBD Events – Boston, MA

1995 – 2000

EVENT DESIGNER

Originally hired as a temporary employee, but due to creative contributions was brought on full-time within six months. Created event concepts and designs, and managed events from pre-production through on-site execution. Contributed to business development by producing compelling visuals and copy for client proposals.



ADDITIONAL EXPERIENCE

Freelance Copywriter
Boston Sailing Center & Community Boating – Membership Coordinator
Sailing Instructor



EDUCATION

MASTER OF SCIENCE (MS) in Advertising & Marketing – Boston University

BACHELOR OF ARTS (BA) in Communications – University of New Hampshire



AWARDS & RECOGNITION

Winner, Excellence in Meeting Services – Association of Destination Management Companies (ADME) Excellence Awards, 2018

Winner, Excellence in Event Décor/Design – ADME International Excellence Awards, 2017

Finalist, Best Creative Events/Best Overall Program - ADME International Excellence Awards, 2015

Finalist, Best Innovative Event - ADME International Excellence Awards, 2015

Winner, Best Trade Show of the Year – BizBash Event Style Awards, 2013

Winner, Producer of the Year – BizBash, 2011




PERSONAL ACHIEVEMENTS


2nd Place – North American Championship, US Yngling Association, 2012

2nd Place – Rolex International Women's Keelboat Championship, 1999

1st Place – US Sailing Woman's National Championship, 1996



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