

# Pamela Mulhern

[www.pamelamulhern.com](http://www.pamelamulhern.com)

## Production Designer

### Expand Concepts into Content for Diverse Platforms

Creative production professional with extensive experience in digital and print marketing within financial, food manufacturing, and bedding industries. Collaborate across multiple teams to expand design concepts into versions usable across various platforms. Utilize organizational and time management skills to complete projects under tight deadlines. Skilled at developing standards and documentation surrounding production process.

Content Creation | Digital & Print Marketing | Content Management | Brand Champion

## Experience

**Serta Simmons Bedding, Remote** 2023-2023  
Digital Production Designer

Collaborated with design, editorial, and production teams to develop content for various platforms, including display advertising, social media, and DTC executions. Worked with Project Managers to determine project scope and timeline. Proofread content for misspellings and grammatical errors.

- Ensured brand consistency for all outputs across digital and print channels, enhancing omni-channel customer experience.
- Developed designs for quick-turn projects and longer-term campaigns and launches, maintaining quality standards and outlined timing.

**Fusion92, Remote** 2017-2023  
Production Designer

Produced creative assets for digital and print marketing. Implemented design and copy edits to working files. Prepared client documents for print and digital use across multiple markets. Designed in-house print collateral for monthly events.

- Coded and uploaded assets into a marketing automation system, allowing campaign customization for end consumer.
- Solely developed animated banner ads through Flexitive for multiple clients, eliminating need for additional coder / developer.
- Managed all production deliverables for Buddig Meats, including display ads, website needs, and digital coupon production, retaining this essential client.
- Created "Tips and Tricks: How to use Flexitive" document, showing ins and outs of program and reducing working hours.

**Adler Planetarium, Chicago, IL** 2016-2016  
Freelance Graphic Designer

Created digital and print assets for public programs and institutional design.

## Contact Information

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## Education

Bachelor of Fine Arts (BFA), Graphic Design  
Drake University, Des Moines, IA  
2016

## Technical Proficiency

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dreamweaver  
Adobe Workfront  
Figma  
Mac OSX  
Windows OS  
Microsoft Office Suite  
Google Workspace  
Mailchimp  
Flexitive  
Webflow  
Marcom Impact Marketing  
Fusionpro  
Sharepoint  
Typography