

MALLORY FORSMAN

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malloryforsman.com

Marketing professional, visual storyteller, graphic designer, and strategic thinker ready to take on a challenge and make a difference.

EXPERIENCE

Graylyn International Conference Center - Marketing Manager

Winston-Salem, NC | July 2018 - present

- Develop, organize, and implement strategic marketing plans that promote all market segments
- Produce dynamic content for both Graylyn websites: graylyn.com and graylynweddings.com with continual development of user experience
- Craft and refine the story of Graylyn, connecting its rich history to its current mission and values through video, web content, print collateral and social media
- Lead digital marketing campaign to increase visibility and awareness to generate leads for the sales team
- Gather, create and edit content, oversees production, coordinates publishing and distribution
- Direct, oversee and approve all marketing agency work
- Ensure brand integrity across the estate and partners
- Design all external collateral, printed and digital
- Create and oversee social media strategy
- Coordinate and evaluate promotional and media activities
- Track and measure market segment trends, implementing findings in current marketing tactics and practices
- Coordinate all promotional activities for Graylyn, both on-site and off-site

North Carolina Theatre Conference - Marketing Manager

Greensboro, NC | August 2016 - December 2017

- Created and implemented marketing plans to ensure the organization's consistent achievement of mission and goals
- Conceived and enhanced the organization's brand and public image
- Developed core messages, relevant data, and member stories that were used in all facets of resource development
- Designed and executed key artwork, descriptive copy and printed materials for all programs and events
- Served as creative director and primary content manager of nctc.org
- Created and implemented all email marketing campaigns and direct communication initiatives
- Assisted in fundraising initiatives by supporting each program with digital stories

Wake Forest University School of Business - Digital Marketing Manager

Winston-Salem, NC | March 2013 - April 2016

- Worked with stakeholders to create engaging and timely content for the School's website; managed all content
- Created and implemented digital story-telling strategy by shooting, editing and producing student experience stories, alumni success stories, and faculty highlights
- Oversaw ongoing development of website features and user experience
- Authored content management system guide and web design style guide, set best practices for content creation
- Led photography and videography initiatives by managing outside vendors and providing creative direction
- Acted as secondary contact for collateral and publication creation to meet the needs of administrative departments, academic centers, student events and others as needed
- Worked closely with student bloggers to ensure relevant and appropriate content for the School of Business blog to support digital marketing campaigns, increase web traffic and generate leads
- Led student onboarding communication design for the Enrollment Management center
- Helped establish a social media strategy through Twitter, Instagram and LinkedIn
- Conceived and implemented an alumni re-engagement project consisting of a special microsite with a gamification component to generate excitement and awareness about the Grand Opening Dedication and Celebration of Farrell Hall, the new home to the School of Business

EXPERIENCE

Merrimack Repertory Theatre - Design and Marketing Manager

Lowell, MA | May 2010 - January 2013

- Created and designed all print, web and video marketing, development, educational and institutional collateral and promotional materials
- Redesigned and rebranded MRT's visual identity; established new brand standards and best practices
- Implemented and executed design concepts for the season brochures, subscriber materials, postcards, calendars, playbills, play-guides, annual reports and other marketing materials
- Coordinated and led all photo and video shoots
- Captured and edited videos, including but not limited to interviews, show trailers and public service announcements
- Redesigned website to better meet the needs of the growing patron base and encourage ticket sales
- Responsible for creating and updating web content



SKILLS

Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Dreamweaver, Bridge, Premiere, Spark and Lightroom, Final Cut Pro, Wordpress, Graphic Design, Brand Management, Social Media Marketing, Inbound Marketing, Email Marketing, Content Creation, Strategic Thinking, Website Development & Management, Video Editing, Photography, Basic HTML/CSS



EDUCATION

University of South Carolina, 2009

BA, Visual Communications

- Cum Laude
- Woodrow Scholar
- James Lee Miller, Jr. Scholar

Why should you hire me?

I strive to align my work with my passions, always working towards something better through my words and my actions. This quote by the Rev. Dr. Martin Luther King Jr. has resonated with me throughout my professional career:

"If a man is called to be a street sweeper, he should sweep streets even as Michelangelo painted, or Beethoven composed music, or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, here lived a great street sweeper who did his job well."

- Rev. Dr. Martin Luther King Jr.