

MAGGIE BERRY

summary

Senior Graphic Designer and Creative Lead with 25+ years of experience developing strategic visual solutions across branding, marketing and print. Known for aligning creative with business goals, leading cross-functional collaboration and delivering high-volume work with consistency and precision. Expertise in editorial design, brand systems and production execution.

professional experience

Senior Graphic Designer

Blevins | Nashville, Tennessee | 2018 – 2026

- Sole in-house design lead overseeing creative direction across brand, marketing and sales communications
- Self-motivated and comfortable taking ownership of projects and meeting deadlines while working in a hybrid environment
- Partnered with marketing, sales and leadership to align campaigns with business objectives
- Developed strategic design solutions including product catalogs, sales collateral, branding guidelines & documents, trade show graphics and integrated print & digital campaigns
- Improved project turnaround time and team efficiency by implementing Trello-based workflow and structured approval processes
- Directed print production, managing vendor relationships, scheduling and quality control
- Managed 200+ projects annually, maintaining brand consistency and high production standards across all deliverables
- Launched and led a design internship program, mentoring students and expanding team capacity

Awards: *Blevins Best Award* • *GDUSA In-House Design Awards (2x)*

Owner/Designer

Maggie Berry Creative | Nashville, Tennessee | 2012 – 2018

- Led a full-service freelance design business specializing in branding and print
- Translated client goals into strategic, visually compelling solutions
- Managed multiple concurrent client projects from concept through production, maintaining timelines and budgets
- Built long-term client relationships, resulting in repeat business and referrals
- Oversaw vendor coordination and print production to ensure high-quality execution

Senior Graphic Designer

Latocki Team Creative | Nashville, Tennessee | 2008–2012

- Developed branding, album packaging and marketing materials for music industry clients
- Contributed to art direction and concept development across multiple projects
- Delivered high-quality creative across multiple simultaneous projects in a fast-paced studio environment

Awards: *Gold & Silver Addys*

Graphic Designer | Marketing, PR & Special Events Gaylord Opryland® Resort & Convention Center Nashville, Tennessee | 2005–2008

- Designed marketing, PR and event materials within a collaborative in-house team
- Managed print production and vendor coordination to ensure quality and deadlines
- Executed high-volume design requests supporting ongoing events and campaigns year-round

Graphic Designer | Communications and Development

Nashville Predators, NHL Hockey Club | Nashville, Tennessee | 1999–2004

- Designed publications including media guides, newsletters and marketing materials
- Led creative direction for the official team yearbook
- Coordinated with editorial teams, photographers, and print vendors
- Managed multiple production schedules simultaneously to meet recurring publication deadlines

education	<ul style="list-style-type: none"> · BFA in Graphic Design · Austin Peay State University . Clarksville, Tennessee
expertise	<ul style="list-style-type: none"> · Brand Development & Systems · Print Production & Vendor Management · Art Direction & Visual Strategy · Workflow & Process Optimization
tools	<ul style="list-style-type: none"> · Design: Adobe Creative Suite: InDesign, Illustrator, Photoshop, Adobe Acrobat, Adobe Premiere Pro, Easy Catalog, Canva, ChatGPT, Nano Banana · Presentation Tools: PowerPoint, Keynote · Microsoft Office: Outlook, Word, Excel · Project & Workflow Management: Basecamp, Trello
select awards	<ul style="list-style-type: none"> · ADDY Awards (Gold & Silver) · AIGA Case Awards – Merit · Blevins Best Customer Service Award · Gaylord Leadership Award Finalist · GDUSA American In-House Design Awards