

Maggie Berry

summary

Senior Graphic Designer and Creative Lead with 25+ years of experience defining and executing strategic visual direction across branding, marketing, and print. Proven ability to align creative vision with business objectives, lead cross-functional collaboration, and manage high-volume projects in fast-paced environments. Skilled in storytelling design, editorial layout, and building cohesive brand systems that drive engagement and support organizational goals.

experience

Senior Graphic Designer

Blevins | Nashville, Tennessee | 2018 – 2026

Served as the sole in-house design lead within the marketing department, owning creative direction and execution across all brand, marketing, and sales communications. Partnered with marketing, sales, and leadership teams to develop and align internal and external campaigns with brand strategy and organizational goals.

Partnered with marketing, sales, and purchasing teams to align brand and marketing initiatives with business goals and turn them into strategic design solutions, including product catalogs, sales collateral, trade show graphics, and integrated marketing campaigns. Designed and produced a wide range of assets supporting revenue generation and customer engagement initiatives.

Streamlined creative operations by implementing an organized production workflow using Trello and establishing a formal routing and approval process, improving efficiency, turnaround time, and cross-department alignment.

Founded and led a graphic design internship program in partnership with Austin Peay State University, mentoring students and expanding creative team capacity through hands-on project experience.

Directed end-to-end print production in collaboration with external vendors, overseeing pricing, scheduling, press checks, and quality control to ensure consistency and adherence to brand standards. Maintained a high-volume workload of 200+ projects annually while ensuring accuracy, efficiency, and creative consistency across all deliverables.

Recognized for creative excellence with the Blevins Best Award and two GDUSA In-House Design Awards for standout design contributions.

Owner/Designer

Maggie Berry Creative | Nashville, Tennessee | 2012 – 2018

Led all aspects of a full-service freelance design business, providing art direction, branding, and print design solutions for a diverse range of clients. Partnered directly with clients to translate ideas into strategic, visually compelling deliverables that aligned with business goals and brand identities.

Managed multiple projects simultaneously from concept through production, maintaining strong client relationships, timelines, and budgets. Oversaw vendor coordination, print production, and quality control to ensure high-level execution across all deliverables.

Senior Graphic Designer

Latocki Team Creative | Nashville, Tennessee | 2008–2012

Contributed as a key member of a collaborative creative team developing high-quality visual solutions for album packaging, branding systems, marketing campaigns, and publications for artists and music industry clients.

Provided art direction and creative input to elevate project outcomes, guiding design concepts that balanced current trends with innovative thinking. Supported team initiatives by offering constructive feedback and exploring multiple creative directions to achieve impactful results.

Thrived in a fast-paced, small business environment, managing a variety of projects while maintaining flexibility, efficiency, and attention to detail.

experience

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

Worked within a collaborative design team to manage and execute a wide range of projects supporting marketing, public relations, and special events initiatives. Coordinated closely with account management to maintain production schedules and ensure timely delivery of creative assets.

Oversaw print production processes, working with external vendors on scheduling, specifications, and quality control while upholding high creative standards. Contributed to internal creative direction through design critiques and production oversight.

Designed and developed layout solutions for a variety of marketing materials, taking ownership of projects from initial concept through final execution.

Freelance Designer | 2004–2005

Provided independent graphic design services, supporting clients with branding, print, and marketing materials while building foundational experience in client management and project execution.

Graphic Designer | Communications and Development

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

Designed and produced a wide range of publications and marketing materials, including media guides, newsletters, and organizational communications. Maintained multiple production schedules to support ongoing publication deadlines.

Led creative direction for the Nashville Predators Official Team Yearbook, establishing the initial creative vision and ensuring consistency across each annual edition. Collaborated with editorial teams, external production partners, and photographers to successfully execute each publication.

Coordinated vendor relationships, including selection, scheduling, and press checks, to ensure quality and consistency across all printed materials. Supported foundation and community initiatives through the design of brochures, programs, annual reports, and event signage.

education

Austin Peay State University . Clarksville, Tennessee
BFA in Graphic Design

skills

Brand Development & Systems
Print Production & Vendor Management
Art Direction & Visual Strategy
Workflow & Process Optimization

Technical Skills

Design: Adobe Creative Suite: InDesign, Illustrator, Photoshop,
Adobe Acrobat, Adobe Premiere Pro, Canva

Presentation Tools: PowerPoint, Keynote

Microsoft Office: Outlook, Word, Excel

Project & Workflow Management: Basecamp, Trello

Customer Service:

awards

2019 Blevins Best Customer Service Award

Leadership:

2007 Gaylord Entertainment President's Award Nominee - August

2007 Excellence In Leadership Award, Finalist -March

2006 Excellence In Leadership Award, Nominee - Quarter 3

Design:

2019 American In-House Design Award - Graphic Design USA

Blevins Holiday Greeting Card | Blevins Human Resources Wellness Warrior Logo Design

2011 Silver Addy Award - AAF

Broken Bow Records - Jason Aldean Country Radio Seminar Environmental Graphics

2010 Gold Addy Award - AAF

SESAC Magazine

2009 AIGA Case Awards - Merit Award

Latocki Team Creative - Self Promotion | Coondog Corporate Events - Promotional Package

2006 Silver Addy Award - AAF

Gaylord Opryland Resort & Convention Center New Year's Eve Direct Mailer

2006 American In-House Design Award - Graphic Design USA

Relâche, the Spa at Gaylord Opryland Letterhead & Envelope | Best of Gaylord Hotels Cuisine Cookbook |

Gaylord Opryland Resort & Convention Center New Year's Eve Direct Mailer

2004 American Graphic Design Award - Graphic Design USA

2003-04 Nashville Predators Team Yearbook