



## **MARY HELEN BURT**

### **INFORMATION**

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maryhelenburt.com  
713-855-9953

### **EDUCATION 001**

**UNIVERSITY OF MIAMI**  
Coral Gables, Florida  
Bachelors of Science in  
Communications  
December 2020  
GPA: 3.9  
Major: Creative Advertising  
Minors: Marketing, Studio  
Art and Psychology

### **FLEISHMANHILLARD, DALLAS, TX**

#### **ACCOUNT EXECUTIVE - ART DIRECTOR (AUGUST 2023-PRESENT)**

Contributed to creative ideation and production process across 7-10 work streams at a time. Collaborated with 30+ member creative team on paid, earned and owned media projects. Entrusted with more creative ownership through asset production from ideation to delivery.

#### **ASSISTANT ACCOUNT EXECUTIVE - JR. ART DIRECTOR (JANUARY 2022-AUGUST 2023)**

Produced top performing content posted over 8-10 social media channels month over month. Managed 3 month production cycle of social content including feedback from 8 agencies at a time. Collaborated with copywriting partner on 5-10 projects at a time.

### **SKILLS**

Premier Pro  
After Effects  
Photoshop  
Illustrator  
Acrobat  
Microsoft Suite

### **SELECTED CREATIVE EXPERIENCE:**

#### **GOARMY**

Produced 800+ visual assets for multi-channel social media campaign that contributed to 81% increase in form submissions driven from organic social in the first year.

Collaborated with team of 8 agency partners on the first U.S. Army rebrand 20+ years by compiling key learnings and implementing social optimizations resulting in a 51% increase in engagements YOY.

#### **TEXAS ONCOLOGY**

Assisted in creating visuals assets for 15 social campaigns which improved brand identity and increased brand awareness resulting in 90% increase in engagement. Designed social visuals to supplement multipronged communication campaign between doctors and patients that resulted in 48 million media impressions.

#### **GATORADE**

Designed internal one-pager fact sheets that communicated pricing updates, flavor developments and packaging upgrades for 80+ products.

### **002**

### **TWINENGINE, HOUSTON, TX**

#### **GRAPHIC DESIGNER (NOVEMBER 2020 - NOVEMBER 2021)**

Managed social media accounts and created scheduled postings for B2B clients. Created cohesive social media visuals to reinforce branding visibility. Partook in team meetings in workshops to better collaborate remotely.