

**MARY HAEHN**

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**Professional
Summary**

Experienced and creative Art Director with 15+ years of expertise in visual design across print and digital platforms. Proven track record of delivering high-quality, on-brand marketing materials that drive measurable success for both B2B and consumer audiences. Skilled in the development of catalogs, direct mail, sell sheets, promotional campaigns, signage, retail merchandising, and digital marketing assets, with a strong ability to collaborate across diverse teams and align with business objectives. Known for designing engaging customer-facing campaigns, enhancing brand visibility, and increasing revenue through innovative visual solutions. Seeking to be part of an inhouse corporate creative department that can benefit from my design and conceptual expertise, as well as my business and communication acumen; a place where I can be an enthusiastic contributor to a closeknit team.

Technical Skills

Design for print and digital via Adobe InDesign | Illustrator | Photoshop | Acrobat and Microsoft Office Software Mac and Windows platforms | Lytho and Workfront project management systems

**Professional
Experience**

Art Director | Northern Tool + Equipment, Burnsville, MN Apr. 2021–Dec. 2024

Supported marketing and merchandising strategies of a retailer with \$1.5B annual revenue. Produced visual solutions for print and digital, including, catalogs, direct mail, in-store signage, billboards, online ads, in-store ads, digital marketing materials, sales support materials, sell sheets and logos.

- Conceptualized and designed 12+ catalogs annually, including membership and seasonal editions, boosting customer engagement and sales
- Led the creative direction for 7 Advantage Membership catalog covers annually, enhancing brand loyalty, purchase volume and retention for 150K+ members
- Developed high-impact launch materials for the NorthStar engine line that exceeded sales and marketing expectations
- Drove higher merchandise sales by designing monthly and seasonal in-store signage and optimizing POG layouts
- Created weekly digital banner ads and B2B email campaigns, aligning print and digital strategies

Art Director – Print and Digital | Sempris, LLC., Eden Prairie, MN July 2015–Dec. 2020

- Designed and produced membership service-related materials (8 unique packages mailed to 650K+ members annually), including logos, envelopes, letterheads, customer service forms, sell sheets, product cards and call center-related documents
- Collaborated with IT to develop a variable letterhead PDF generator system that expedited downloads of over 50 unique membership letterheads to fulfillment house reducing set up by 75%
- Led the design and production of two large-scale homeowner branded and frequent buyer non-membership direct marketing mailer and the Campaign was mailed to 3.9M customers annually and enhanced acquisitions
- Created digital banner ads and monthly promotional banners for membership websites, weekly program and monthly calendar updates
- Maintained quality control for 17+ membership websites ensuring brand consistency and UX/UI experience

Contract Art Director | Minneapolis/St. Paul Dec. 2013–July 2015
Sempris | Graco | Farmyard Design | Lady with A Fan

Design specialist assisting in the development of various marketing materials ranging from concept to execution; membership letters, envelope and envelope inserts. Updates and creation of Graco product labels and tags, concept and design of Graco advertisement for the Fieldlazer S90 featured in *Sports Turf* magazine, updates to Graco product catalogs and updates to the MN Food Charter Guide.

Art Director | Deluxe Corporation, Minneapolis, MN

Feb. 2003–Dec. 2013

Managed and directed photography for merchandise, catalog and other direct response materials. Served in leadership capacity, backed up Creative Services Manager and mentored new staff.

- Lead Art Director on Financial Services Point-of-Sale project that delivered \$375K in additional revenue and delivered 27 catalogs, 66 price cards and 82 collateral pieces on deadline
- Proposed and led the creation of catalog design solutions that generated \$290K+ in savings by reducing page count and versioning without compromising product presentation
- Developed a direct mail format for a software alliance product that resulted in \$54K of cost savings
- Led efforts to refine internal creative processes that built consistencies within the team
- Partnered and trained with a Web Art Director to gain knowledge of web design and web processes
- Chosen to join the following teams to provide valuable input: Competitor Analysis Group; Standard Page Building; BMedia asset management system, Lean Process Committee participant in launch of Compass project management tool

EDUCATION

Bachelor of Science–Mass Communications/Advertising, Minor in Graphic Design

St. Cloud State University

St. Cloud, MN

Certificate of Completion–Advertising

St. Cloud Technical & Community College

St. Cloud, MN