



Timothy Mara
Senior Art Director
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Honors And Awards

Merit Award - Don Q Rum Packaging
How Magazine, 2015

Named "**Graphic Design Student To Watch**"
Graphic Design USA Magazine, 2014

Professional Experience

TracyLocke, Wilton, CT, May 2015–Present
Senior Art Director

Worked closely with the C.C.O., multiple E.C.D.'s and C.S.D.'s while delegating 8 Art Directors to win new business that **doubled revenue** for the agency and established TracyLocke as a **Global** Shopper Marketing Agency for the first time

Spearheaded TracyLocke's first opportunity at owning social media (Don Q Rum), resulting in **130,000** additional Facebook page likes, **55%** increase in Instagram growth, and **27%** Twitter growth

Currently working on the Don Q Rum, BRISK, and Pepsi accounts

TracyLocke, Wilton, CT, June 2013–April 2015
Art Director

Developed evergreen look and feel for BRISK Iced Tea POS, resulting in a **10%** increase in sales over one year

Rebranded Don Q Rum, including new packaging for all 9 variants in preparation for a **brand re-launch** in the United States. In addition, designed the Don Q 'Reserva de la Familia' rum which retailed at **\$1,865 per bottle**

Created the Don Q "UnQuestionable" campaign and its look and feel. Conceptualized **TV spots, digital media buys, social media, entertainment partnerships, website overhaul, and POS**

Established the new brand guidelines for Don Q and its "UnQuestionable" campaign through a **200 page brand book**

Flying Machine, New York, NY, Summer 2012
Graphic Design Intern

Designed logos, web pages, brochures, print ads and info-graphics

Design Skills

Visual communication and concept development from thumbnails, to comps, to finishes: visual identity and branding, business systems, brochures, newsletters, editorial and book design, packaging, electronic pre-press production, illustration, photographic manipulation, web design, digital photography, and food & cocktail styling

Education

Bachelor of Fine Arts, *cum laude*, Graphic Design, May 2013
The College of Saint Rose, Albany, NY