

# Kara DeMaio

Design/Art Direction

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845.464.1576

[Portfolio for Kara DeMaio](#)

Charleston, SC

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## PROFILE

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Creative and adaptable design professional with advanced experience in managing creative projects from inception through production, and specialize in content strategy and development, brand development, identity packages, marketing collateral for print and digital distribution, presentation design, data visualization and infographics, experiential design and campaign development.

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## AREAS OF EXPERTISE

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- Graphic Design & Illustration
- Project Management
- Art Direction
- Print Production & Prepress
- Marketing & Brand Identity
- Internal Communications, Employee Engagement & Experience
- Content Development/Strategy
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office Suite
- Google Suite (Docs, Drive)

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## EDUCATION

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### Master of Arts, Integrated Marketing Communications

Marist College, Poughkeepsie, NY

### Master's Certificate, Graphic Design

Sessions College for Professional Design  
Tempe, AZ

### Bachelor of Arts, Communications

Marist College, Poughkeepsie, NY

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## PROFESSIONAL EXPERIENCE

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### Art Direction/Design/Creative Management

Freelance, Remote

Oct 2023 to present

Aug 2020 to June 2022

Jan 2012 to March 2016

Collaborate with clientele in diverse industries to produce engaging and comprehensive graphic design, illustrative, writing, content marketing services and communication strategy. Collaborate with healthcare, hospitality, and small business clients to create and develop design concepts, overseeing all project responsibilities from conceptualization through delivery. Create designs for applications including brand logos, presentations, book & catalogue layouts, printed collateral & prepress setup, large-format graphics, and book illustrations. Provide consulting services to advise clients on effective marketing and social media strategies.

- Developed cost-saving strategies to save small business and hospitality clients 20% annually by creating a client-centered monthly contract design & marketing service.

### Art Director

bmgstrategies, LLC, Remote

March 2022 to October 2023

Manage the day-to-day activities of the communications team, including the design and production of all creative client projects including presentation design, a full range of collateral development, communication audits, campaign planning and execution (specifically employee engagement, change communications, employee experience and corporate communications), event management, video production and experiential design. Provide thought leadership and drive strategy for integrated, multi-channel execution, lead account managers to ensure deadlines are met and quality check deliverables; provide creative direction for design and writing teams; drive new business acquisition, develop capabilities presentations, pitch new clients and write proposals; lead the agency's strategy, marketing and social plan development.

- Successfully supported the agency in business development by bringing in \$175k worth of new client business within the first year of employment.
- Developed an integrative marketing plan to position the agency as a thought leader in the internal communication space; new client onboarded within the first month of social and blog execution.

*Professional Experience continued on next page*

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**PROFESSIONAL EXPERIENCE, CONTINUED**

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**Creative Services**

March 2016 to August 2020

Nuvance Health (formerly Health Quest), Lagrangeville, NY

Manage the design and production of branded collateral for a healthcare network organization by effectively coordinating personnel within the Creative Services department. Develop campaign concepts and direct creative strategy in alignment with brand identity and project goals, effectively coordinating freelance designers to deliver effective graphic materials.

- Successfully saved 35%+ in agency fees by providing in-house creative services, including brand asset management, vendor relations, creative direction, and design production.
- Consistently apply expert multitasking and project coordination abilities to manage 80+ simultaneous creative project requests.

Manage comprehensive project responsibilities in creating effective designs for social media promotion, illustrations and infographics, Powerpoint presentations, digital marketing design, general website design/maintenance, and a variety of print collateral.

**Director of Media & Design**

August 2007 to January 2012

Dutchess County Regional Chamber of Commerce, Poughkeepsie, NY

Directed the development of all design and communications content used in marketing, promotional, and special event applications. Managed multiple simultaneous project responsibilities for large-scale productions, including managing relations with external printing vendors and liaising between Young Professionals Committee and management personnel. Maintained organizational communications by producing an engaging and informative monthly newsletter, as well as providing website maintenance to promote a consistent and professional identity across brand assets.

- Developed a highly effective Request for Proposal (RFP) process for the annual Membership Directory, reducing print production costs by 25%+.
- Designed the layout of The Bottom Line, a monthly newsletter included in the Poughkeepsie Journal, as well as weekly digital newsletters distributed via email.
- Assisted in organizing and launching the Chamber Foundation's Young Professionals Scholarship Program, supporting the development of new professionals and improving community awareness by awarding an annual \$1000 scholarship.

**Senior Community Relations Associate**

February 2005 to August 2007

Inspire, Goshen, NY

Manage Community Relations department in performing multifunctional community outreach and brand marketing operations. Designed effective and engaging branded materials for promotional marketing and branded communications. Organized and directed community events by coordinating a venue, designing event layout and collateral, managing vendor relations, acquiring sponsors, and organizing volunteer and committee personnel. Maintained database of donors and managed donor relations to encourage positive long-term relationships.

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CERTIFICATIONS

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**Hootsuite Platform Certification**

Hootsuite, Issued February 2020

**Social Marketing Certification**

Hootsuite, Issued February 2020

**Social Media Certified**

Hubspot Academy, Issued February 2020

**The Interaction Design Foundation**

Certified Member, Issued June 2019

**Infographic Design Theory: How the Market and Science Impact Success**

LinkedIn Learning, Issued January 2024

**Smart Brevity: The Power of Saying More with Less**

LinkedIn Learning, Issued January 2024

**PowerPoint: Designing Better Slides**

LinkedIn Learning, Issued January 2024

**Presentation Skills: Designing Presentation Slides**

Coursera Certification, Issued August 2019