

Marianne Justine Wilson

Design, Product Development, and Creative Marketing

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PROFILE

Accomplished Product Designer with experience crafting innovative designs for respected retail brands like TJX Companies and Wine Enthusiast. Skilled in various creative programs, I specialize in translating market trends into compelling product lines that enhance brand visibility and consumer engagement. Experienced in coordinating cross-functional teams and managing product development from concept through production, I excel in ensuring projects meet strategic goals and quality standards. Eager to leverage my diverse creative expertise and coordination abilities to drive toward success with the next team I join.

SKILLS

- **Programs:** Adobe Photoshop, Illustrator, Procreate; Shapr3D (CAD); Google Workspace; Microsoft Office Suite, Pipedrive CRM
- **Project Management:** Expertise in multi-project coordination and marketing strategy execution.
- **Design and Communication:** Skilled in visual design, cross-functional collaboration, and presentation preparation.
- **Operational Competencies:** Strong organizational and detail-oriented abilities, adept in meeting facilitation.

EXPERIENCE

Product Designer / Development Associate - *Arlington Designs LLC*

HYBRID - KENSINGTON, CA

MAY 2023 - PRESENT

- **Design Leadership and Innovation:** Spearheaded the design and development of ceramic tabletop goods and furniture for TJX Companies and Wine Enthusiast, significantly enhancing product visibility and retail market presence.
- **Strategic Collaboration and Market Analysis:** Partnered with the managing principal to refine and expand product lines based on detailed market trend analysis and strategic insights, driving collection innovation and development.
- **Technical Proficiency and Project Execution:** Proficient in Adobe Programs and Procreate to establish creative directions through design concepts and mood boards, and utilized Microsoft Excel to enhance SKU and pricing accuracy.
- **Quality Control and Stakeholder Engagement:** Coordinated with manufacturers to ensure adherence to design specifications and quality standards, while effectively presenting visual materials to internal stakeholders and buyers to facilitate informed decision-making.

Marketing Coordinator - *Liberty Business Advisors*

REMOTE - WALNUT CREEK, CA

AUGUST 2024 - PRESENT

- **Strategic Marketing and Outreach:** Developed and executed marketing strategies with Liberty Business Advisors brokers, increasing visibility and sales of business listings and expanding the client base through targeted seller outreach.
- **Digital Marketing and Content Creation:** Managed social media and digital ad campaigns that boosted brand engagement and lead generation; produced essential marketing materials such as Confidential Business Reviews and online ads.
- **Communication and CRM Management:** Led email marketing campaigns to engage potential buyers and sellers, using Pipedrive CRM to enhance client prospecting and relationship management efficiency.

Freelance Graphic and Brand Designer - *Self Employed*

HYBRID - SAN FRANCISCO, CA

OCTOBER 2016 - PRESENT

- **Brand Identity and Logo Design:** Developed unique visual identities and logos for diverse clients across multiple industries, including coffee shops and transportation services, enhancing brand recognition and alignment.
- **Digital Content Creation:** Crafted engaging, user-focused websites and social media content, employing compelling visual storytelling to capture audience attention.
- **Marketing Collateral Production:** Produced a variety of marketing materials, including posters and digital ads, ensuring consistent brand messaging and visual coherence.

Risograph Studio Monitor - *California College of the Arts*

ON SITE - SAN FRANCISCO, CA

MARCH 2021- MAY 2023

- **Studio Operations and Safety:** Oversee daily operations, ensuring all Risograph equipment functions properly and safety protocols are adhered to, while providing technical training and support for routine maintenance and troubleshooting.
- **Supply Management and Quality Control:** Manage inventory of printing materials and ensure high-quality outputs through regular machine adjustments and quality checks.
- **Scheduling, Documentation, and Collaboration:** Coordinate studio access, maintain detailed logs of usage, maintenance, and inventory, and promote Risograph printing through artistic collaboration and project support.

Production Assistant - *Smitten Ventures Inc.*

ON SITE - SAN FRANCISCO, CA

OCTOBER 2017 - MARCH 2020

- **Production Oversight:** Managed the daily production of baked goods and artisanal ice cream, ensuring high-quality standards and consistency across all products.
- **Order Preparation:** Packaged and prepared large-scale orders for distribution to flagship stores, optimizing processes for efficiency and accuracy.
- **Quality Control:** Monitored product quality throughout production stages to meet company specifications and safety standards.

EDUCATION

Sotheby's Institute of Art - *Certificate in Art Marketing, Digital Technologies, and Communications*

REMOTE - LONDON, UK

California College of the Arts - *Undergrad BFA Illustration*

SAN FRANCISCO, CA

REFERENCES

Matthew Madden / *Recent Freelance Client*

MADDEN TRANSPORTATION AGENCY

matthewmaddn@gmail.com

Ivan Iannoli / *Former Professor at CCA*

CALIFORNIA COLLEGE OF THE ARTS

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