

Marcy V. Reher

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Summary

I produce award-winning marketing communications, performing both graphic design and copywriting for print and digital. My objective is to make unique, innovative pieces that are as creative as they are effective.

Skills

Graphic Design
Copywriting
InDesign
Illustrator
Photoshop
Video
Social

Education

BA, mass communication,
emphasis in advertising
and public relations

Idaho State University

Web Design Certificate

*Interactive Factory
Boston, MA*

Currently pursuing
Professional Digital
Marketing Certification

*American Marketing
Association*

Experience

Creative Brand Specialist, 2019 - present

Publications Coordinator and Webmaster, 2010 - 2019

St. Peter's Health

regional health system in Helena, MT

- Design external and internal collateral materials including print and digital advertising, brochures, signage, videos, newsletters, direct mail, annual reports, etc. to promote a \$200 million health system's many service lines and community initiatives.
- Adhere to a strict brand identity and enforce it throughout the organization.
- Work across departments to develop effective marketing communications; maintain deadlines and manage multiple projects at any given time.
- Liaise with photographers, creative agency, camera crews and other creatives to keep end-products on brand.
- Train and mentor marketing coordinator.
- Implemented complete rebrand and renaming of the organization.
- Worked with external developer to completely overhaul St. Peter's website; maintained/updated site and coordinated development of additional on-line components to increase the site's overall effectiveness.

Director of Creative Services, 2008 - 2010

Allegra Marketing, Print & Web

marketing and print services firm in Helena, MT

- Liaised with clients to determine their overall business goals and developed marketing pieces to achieve their objectives.
- Developed concept, copy and design for clients in a variety of industries to produce effective brochures, advertising, corporate IDs, websites, signage, etc.
- Earned Silver ADDY awards at the Montana and Northwest Regional levels.
- Designed new website to improve user experience and better showcase Allegra's products and capabilities.

Graphics Assistant, 2006 - 2008

Bennetts Associates

architecture firm in London, England

- Assisted in all marketing and PR endeavors. Helped plan events, created advertising and other external communications and provided graphic design to maintain the firm's branding and corporate ID.
- Produced graphics for qualification brochures, presentations, architectural reports and a web-based e-mail newsletter.

Awards

2010 Northwest Silver
ADDY & 2009 Montana
Silver ADDY

*Special Event
Campaign Category*

Lee Kennedy Co.
Don Ventula Award for
Exceptional Customer
Service, 2004

Society for Marketing
Professional Services
Communication Awards

*3rd Place
Special Event Category
2003*

*1st and 3rd Place
Target Market Category
2002*

Director of Marketing Communications, 2005 - 2006

Marketing Coordinator/Graphic Designer, 1999 - 2005

Lee Kennedy Company, Inc.

commercial general contractor in Boston, MA

- Crafted various campaigns to promote the company's many service sectors. Created award-winning copy and design for innovative collateral materials, direct mail pieces, advertisements and newsletters to promote each initiative.
- Developed the firm's web site from concept to completion, performing all design, coding and animations.
- Designed the corporate ID for a new spin-off company including the logo, web site, letterhead and qualifications brochure.
- Wrote and placed feature stories and press releases illustrating latest techniques and industry trends. Cultivated relationships with local trade press. Wrote web content to promote new projects and attract larger clients.
- Organized client events to garner face-to-face marketing opportunities and create further awareness of Lee Kennedy Co.'s services.
- Supervised and mentored marketing coordinator.

Marketing Coordinator, 1997 - 1999

Lane Powell Spears Lubersky

corporate law firm in Portland, OR

- Conducted all marketing functions in the Portland office, including drafting a marketing plan, managing a marketing budget, providing content for the firm's website, coordinating the firm's involvement in community organizations, organizing seminars and events and administering the disbursement of charitable contributions.
- Designed and wrote copy for brochures, print ads, direct mail pieces and newsletters.

Advertising Production Artist, 1997

Great Falls Tribune

city newspaper in Great Falls, MT

- Worked in fast-paced, deadline-driven environment and functioned within a team structure to construct newspaper ads for a variety of clients. I interpreted sales personnel's briefs to compose effective advertising layout.