

MARYORIE PAVON

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512.961.2287

SOFT SKILLS

Bilingual (Spanish)

Self-Starter

Innovative

Problem-Solver

Critical Thinker

Effective Communicator

Goal Oriented

Task Priorization

Project Management

Quick-and-eager Learner

Team Player & Tutor

TECHNICAL SKILLS

Adobe Creative Cloud

Microsoft 365 Suite

Google Docs & OneDrive

AI Tools (i.e., Jasper, Firefly)

Figma, Sketch & Invision

Vyond, Premiere Pro

WordPress & Zendesk

Smartsheet

HootSuite

Workfront

Salesforce & Trello

EDUCATION

**BACHELOR OF SCIENCE
ADVERTISING**

MINOR IN ART & DESIGN
Texas State University
2017

ASSOCIATE DEGREE

GRAPHIC DESIGN

Austin Community College
2013

AWARDS & CERTIFICATES

ORANGE SPOTLIGHT
The Home Depot · 2022

PROJECT MANAGEMENT
Education To Go · 2022

Versatile and innovative senior graphic designer with over 10 years of experience creating engaging visual content across diverse channels. Committed to blending creativity, strategy, and compelling storytelling to elevate brand presence and achieve business objectives.

Senior Marketing Content Specialist—Pro Marketing Strategy

The Home Depot

April 2022—Present

Own multichannel campaign design and asset development in collaboration with cross-functional teams to deliver print and digital assets, SOPs, reports, decks, and more across multiple channels.

- Implemented a pilot program using Adobe Express for templating recurrent assets, saving stakeholders 30% of their time and the design team 50%, while boosting workflow efficiency with AI tools.
- Designed 40 project catalogs with the Pro Merchandising team, supporting \$10.5M+ in sales within 180 days, and created reports to track catalog effectiveness.
- Mentored and coached team members during weekly peer and creative reviews, live working sessions, and training sessions, while co-chairing the DEI committee and contributing to the Voice of the Associate committee to foster collaboration and continuous improvement.

Marketing Content Specialist—QuoteCenter

The Home Depot

August 2021—April 2022

Designed integrated marketing campaigns and visual materials to promote The Home Depot QuoteCenter's products and capabilities to 300,000+ Associates—supporting \$3B in sales during FY21–FY22.

- Redesigned the Pro Associates' website to improve user experience, developed a full communication plan and post-launch reports. Driving 85% adoption and a 70% click-through rate within 180 days.
- Produced an awareness video for a multi-component project solution, leading to a 15% increase in quotes within 90 days.
- Contributed actionable feedback during creative reviews to support collaboration and continuous improvement across the design team.

Graphic Designer

Hawthorn Senior Living

April 2019—August 2021

Created strategic visuals and branded materials—including campaigns, reports, presentations, and landing pages—supporting \$400M+ in revenue across multichannel initiatives.

- Streamlined project workflows by introducing new software solutions, increasing design team efficiency by 30%.
- Coordinated with 55+ newspaper reps and vendors to uphold brand quality and execute multichannel campaigns successfully.
- Partnered with C-level executives to design strategic print and digital materials, helping increase retirement community occupancy from 70% to 98%.