

MARYORIE PAVON

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Versatile and innovative graphic designer with 10+ years of experience delivering high-impact visuals for multichannel marketing campaigns. Skilled in blending strategic insight with creativity to drive brand performance, with recent focus on AI-enhanced workflows and cross-functional leadership.

EXPERIENCE

Senior Marketing Content Specialist—Pro Marketing Strategy

The Home Depot

April 2022—Present

- Lead end-to-end design of multichannel campaigns—print, digital, SOPs, reports, and presentations—alongside cross-functional teams.
- Launched Adobe Express + AI tool pilot, cutting stakeholder time by 30% and design workload by 50%.
- Created 40+ product catalogs tied to \$10.5M+ in sales; tracked impact via performance reports.
- Proofread and localized Spanish content to maintain clarity, cultural relevance, and brand alignment.
- Mentored peers through creative reviews and live trainings; co-chaired DEI and employee engagement committees.

Marketing Content Specialist—QuoteCenter

The Home Depot

August 2021—April 2022

- Designed integrated campaigns for 300K+ associates, supporting \$3B+ in FY sales.
- Redesigned internal Pro site with a full comms plan—driving 85% adoption and 70% CTR in 6 months.
- Produced a product video that boosted quotes by 15% in 90 days.
- Collaborated with teams to refine creative strategy and UX through actionable feedback.

Graphic Designer

Hawthorn Senior Living

April 2019—August 2021

- Developed branded print/digital assets for campaigns driving \$400M+ in revenue.
- Improved team efficiency by 30% by introducing new software/workflows.
- Managed vendor coordination across 55+ media outlets to maintain brand quality.
- Partnered with executives to design marketing that increased occupancy from 70% to 98%.

SKILLS

Creative & Design Tools: Adobe Express, Photoshop, Illustrator, InDesign, XD, Figma, Sketch, InVision

Video & Motion Graphics: Vyond, Camtasia, iMovie, Premiere Pro

Web & CMS Tools: WordPress, Zendesk, Shopify

AI & Automation: Jasper, Adobe Firefly, ChatGPT, other AI-enhanced creative tools

Marketing & Communication Platforms: Salesforce, Hootsuite, Workfront, Trello

Office & Collaboration: Microsoft 365 Suite, Google Docs, Google Drive, OneDrive, Smartsheets

Leadership & Soft Skills: Bilingual (Spanish), Project Management, Cross-Functional Leadership, Creative Problem-Solving, Strategic Thinking, UX Collaboration, Effective Communication, Mentorship & Coaching, Initiative-Driven, Adaptability, Team Building

EDUCATION

Bachelor of Science | Advertising | Minor in Art & Design | Texas State University, 2017

Associates Degree | Graphic Design | Austin Community College, 2013