



## Maura McGrath

Seven Hills, OH | (440) 454-9692 | hello@mauradesign.com

[mauradesign.com](http://mauradesign.com) | [linkedin.com/in/mauradesign](https://www.linkedin.com/in/mauradesign)

### EXECUTIVE SUMMARY

---

Multifaceted creative leader with an impeccable eye for design and passion for fostering collaboration, elevating brands, improving user experience, and forming authentic connections. Versatile working manager, recognized for cultivating and inspiring high-caliber, collaborative teams. Keen ability to leverage creative, marketing and brand strategies to achieve business goals, while driving profits. Out-of-the box thinker with the ability to envision and implement organizational efficiencies, processes, and resources. Results-oriented individual who understands how to leverage traditional and digital marketing channels to meet client objectives. Proven ability to align brand positioning, product design, and integrated marketing by implementing consistency and brand standards. Highly skilled in creative strategy, art direction, branding, integrated marketing, interactive design, messaging, and content creation.

### KEY COMPETENCIES

---

- Creative Strategy Development
- Team Leadership and Management
- Branding and Identity
- Art Direction and Design
- Messaging
- Marketing Collateral and Communications
- User Experience and Interactive Design
- Digital Marketing and Social Media
- Project Management
- Product Marketing
- Event Promotion
- Partnership Activation
- Event Management
- Web Design and Website Mgmt.
- Content Strategy
- Proposals and Presentations
- Client Deliverables
- Trade Show
- Resource Allocation

### PROFESSIONAL EXPERIENCE

---

**HOMETOWN TICKETING — Westlake, OH and Remote**

**Oct 2019 – Dec 2022 (3 yrs., 2 mos.)**

#### Creative Director

Provided strategic direction for the vision, implementation, and management of the HomeTown Ticketing brand, a rapidly growing digital ticketing company serving K12 schools, districts, state associations, colleges, and athletic conferences nationwide. Played a pivotal role in contributing to the company's significant growth over three years, scaling from less than 100 clients to over 10,000, due in part to our effective marketing campaigns and strategic creative initiatives.

- Managed and led the Creative department, including Graphic Designers, UX Designers, Web Designer, and Copywriter, in a fast-paced environment
- Fostered a collaborative and supportive environment, resulting in highly motivated, productive, and cohesive teams with positive morale and improved communication between departments
- Developed and executed integrated marketing campaigns to support the B2C HomeTown Fan App launch in August 2021, resulting in over 200k downloads in the first 3 months and more than 1 million users to date
- Designed HomeTown Ticketing logo and company slogan "Fast Scans. Happy Fans."
- Implemented brand identity and standards across integrated marketing efforts and company materials, including website, social media channels, content creation (i.e., blog, videos), advertising, presentations, templates, product, support, office, trade show display, apparel, swag, and client deliverables
- Built organizational awareness, promoted events, drove adoption, and increased sales through creative and marketing strategies
- Established the HomeTown blog and published over 25 posts in 2022
- Launched projects to support ventures to expand business to new verticals, such as Fairs and Festivals and Performing Arts
- Created and maintained internal asset and resource libraries and directories

- Participated in scrum ceremonies, advocated for UX value and process improvement, and initiated the creation of a design system

**HOME TEAM MARKETING (HTM) — Cleveland, OH & Rye Brook, NY Oct 2005 – July 2019 (13 yrs., 9 mos.)**

**Creative Director** — Cleveland, OH & Rye Brook, NY

Sept 2014 – July 2019 (4 yrs., 10 mos.)

Founded in 2001, Home Team Marketing (HTM) generated over \$50 million for high schools through facilitating sponsorship and advertising campaigns with national brands. As Creative Director, I oversaw the design, development, execution, and management of the Home Team Marketing brand, including marketing collateral, website, social media channels, and advertising. Additionally, I provided full creative services to our clients, working end-to-end directly with brands, schools, and state associations on custom creative including both traditional and digital marketing elements.

Note: HTM was purchased by a private equity firm in January 2014, instilling new leadership and company restructuring.

- I was asked to relocate to the New York office to work directly with CSO/COO and focus on corporate identity, rebranding, messaging, website redesign, and integrated marketing
- After spending a year in New York, I relocated back to the Cleveland office to implement new branding across all media channels
- In 2015, HTM partnered with Eventbrite, the world’s leading ticketing and event technology platform to form "TicketRoar powered by Eventbrite" – a complete campus-wide ticketing and registration solution for schools. I designed and executed all branding and marketing initiatives for TicketRoar, driving significant growth and adoption of the ticketing platform, and resulting in Eventbrite extending their partnership contract with TicketRoar through 2024.

**Senior Designer & Production Artist** — Cleveland, OH

Oct 2005 – Sept 2014 (8 yrs, 11 mos.)

- Primarily served as a one-person marketing department fulfilling all design, branding, advertising, and production needs for the company and clients
- Provided design and production services for many corporate clients, high schools, and state high school athletic associations including logo design, posters, print and digital ads, brochures, newsletters, promo-cards, scoreboard graphics, branded giveaway items, and signage

**FREELANCE — Cleveland, OH and Remote**

**May 2005 – Present (18 yrs.)**

I have provided design, branding, and marketing consulting services to numerous local businesses and organizations, including Cleveland Sight Center, My Mind’s Eye Records, Loop Tremont, Cleveland Coffee Company, A.J. Rocco’s, WCSB 89.3FM, Cleveland Softball League, Clifton Cleaners, Fitzpatrick Media Group (FMG), The Institute for Energy Economics and Financial Analysis (IEEFA), The Cleveland Lottery League, and Drink Local Drink Tap (DLDT).

**EDUCATION**

---

**BACHELOR OF FINE ARTS, Visual Communication & Design**

**University of Dayton** — Dayton, OH 45469

**ADDITIONAL INFORMATION**

---

**UX CERTIFICATE — Nielsen Norman Group**

**Jan 2023**

**UXC# 1070500**

Earned Interaction Design specialty by completing 30 hours of instruction and passing 5 exams. Studied UX research, usability testing, customer journey mapping, personas, design thinking, ideation techniques, interface design, accessibility, prototyping, heuristic evaluation, UX deliverables, and information architecture.