



ANNE K. MULLIGAN  
MARKETING & DESIGN  
WWW.AKMULLIGAN.COM

## SKILLS

- **Concept Development** for Marketing and Advertising.
- **Art Direction** and Design.
- **Administration** and Staff Management.
- **Production/Prepress.**

**Software:** InDesign, Illustrator, Photoshop (CS 4/5), QuarkXPress, Dreamweaver, Acrobat.

## OBJECTIVE

A senior-level design & management position in a corporation or agency.

## EXPERIENCE

**Freelance Art Director/Designer: Mulligan's Creative, Stratford, CT, 1991–Present**

- Involved in all facets of **marketing, design, production**, including advertising, corporate identity, sales promotion, logo design, email blasts, web design, direct mail, collateral, educational, B-to-B and packaging. Clients have included Stamford Direct, SCSDirect, UBC Envision, Boehringer Pharmaceutical, Streetmark Advertising, milk\*, The Creative Group, Wolf Colorprint (including ESPN), The Merrill Anderson Company, Red 7 Media, International Teas & Herbs, Waterworks, The Mercy Learning Center of Bridgeport, Inc., Titan Sports, Sierra Communications, King Casey, Paine-Williams, Inc., Carol Wright Sales, and The Taunton Press.

**Senior Art Director: Affinion Group, Stamford, CT, 2000–2010**

- **Designed** persuasive direct-response solicitation packages for membership services and insurance, with an strategy toward high response rates and low production costs.  
**Created numerous direct mail controls, including one for AD&D insurance that broke all records for this product, adding an estimated \$25,000,000 in revenue in seven years.**
- **Created** fulfillment kits and retention vehicles which communicated high consumer value to retain a high percentage of membership. **One kit reduced cancellation rates translating in \$8,000,000 in revenue.**
- **Directed** copywriters and designers and Mentored junior artists and aid in their professional development. Maintained library of client design standards. Supervised artists in implementing their application. Brainstormed innovative new service names, products and new features for membership services.

**Senior Art Director: Priceline WebHouse Club, Greenwich, CT, 1999–2000**

- **Customer acquisition:** Designed direct mail solicitations and point-of-purchase advertising during a period when customer base grew by over 2 million consumers.
- **Customer retention:** Served as **Creative Director** for WebHouse Partner Program: Managed staff of artists and copywriters who created cross-promotional Web pages to promote traffic for WebHouse programs. Designed graphics for multi-level Web presentations, working with Web Producer and HTML programmers.

**Art Director: Great American Puzzle Factory, South Norwalk, CT, 1995–1999**

- **Generated concept and design** for packaging, advertising, catalogs and promotional materials for jigsaw puzzles and games. Created signage for trade shows and prototype packaging for presentation. Wrote copy for ads, catalogs and newsletters. Reviewed submissions of design and product concepts. Directed photography for catalogs, trade shows and trade ads.
- **Upgraded** the company's image while using knowledge of printing and efficiency of operation.  
**Reduced costs by thousands of dollars per year for retouching and color separations.**

## EDUCATION

**New Horizons**, Dreamweaver, Level II.

**Direct Marketing Association**, Direct Marketing Institute.

**American Management Association**, Strategies for Developing Effective Presentation Skills.

**Direct Marketing Association**, Secrets of Copywriting.

**Paier College of Art, Hamden, CT.** Major in illustration and graphic design.

## PROFESSIONAL AFFILIATIONS

Member, **Milford Fine Arts Council**

**Bridgeport Regional Business Council**

**Toastmasters International** Vice President for Public Relations High Ridge Toasters 2009-2010.

35 BLAKEMAN PLACE STRATFORD, CONNECTICUT 06615

PHONE: (203) 243-1756 • EMAIL: AKMULLIGAN@GMAIL.COM • PROFILE: WWW.LINKEDIN.COM/IN/AKMULLIGAN