DECLAN McGUIRE

Graphic Design & Creative Solutions • 630-408-0957 • declan@abncreative.com • decmcguire.com

PROFESSIONAL EXPERIENCE

TRUE LACROSSE Lombard, IL

Creative Director Aug 2023-Present

Led creative strategy and development for all True Lacrosse Brands. Unified the Brand Standards and Guidelines for programs across 25 states. Championed a highly successful marketing plan for a lacrosse showcase, resulting in over \$600,000 in revenue, transforming our company's approach to marketing future events. Implemented a project management system allowing for a more accurate record of marketing requests, streamlining communication, and significantly increasing the efficiency of the marketing request workflow/process.

Graphic & Web Design Specialist

Mar 2022-Aug 2023

Orchestrated the complete rebuild of the True Lacrosse network of websites, leading to 3500+ inbound sales leads in the first year after the website launch. Executed all graphic design initiatives within the organization (25 States, 230+ Teams). Designed logos and managed the branding for True Lacrosse and affiliate programs/events.

DRAPER & KRAMER MORTGAGE CORP.

Chicago, IL

Graphic Designer SEP 2021-MAR 2022

Conceptualized and composed HTML email campaigns. Redesigned social media graphics and logos for seasonal marketing initiatives. Updated and repaired websites managed under the DKMC umbrella.

BAIRD & WARNER Chicago, IL

Marketing Services Coordinator

Mar 2020-Sep 2021

Made custom design changes daily to meet agents' needs while keeping brand integrity. Produced original design content for direct mail campaigns. Maintained the Marketing Services website and provided assistance to 2,400+ Baird & Warner agents. Responsible for upwards of 50 print jobs per day.

LEARFIELD IMG Winston-Salem, NC

Account Executive - Premier Lacrosse League

Mar 2019-Oct 2019

Ranked #1 in total revenue generated and traditional group ticket purchases. Created and maintained the CRM for an upstart professional sports league. Provided a superior level of customer service to all ticket holders.

ILLINOIS WESLEYAN UNIVERSITY

Bloomington, IL

Graduate Assistant Coach & Social Media Manager

Jun 2017-Mar 2019

Created content for and managed the team's social media accounts. Designed team apparel and equipment. Brought in \$4,000 in additional revenue through the creation of the team's online store.

EDUCATION

ILLINOIS STATE UNIVERSITY

Normal, IL

Master of Science | Sports Management

2017-2019

LAFAYETTE COLLEGE

Easton, PA

Bachelor of the Arts | Economics & Honors in Psychology

2013-2017

SKILLS

Graphic Design: Adobe Creative Cloud (Illustrator, Indesign, Photoshop, After Effects, Premier Pro, & Dreamweaver) **Web:** HTML/CSS, WordPress, Figma, Elementor, WP Bakery, JavaScript, & Google Workspace/Office 365 Admin.