

Mackenzie Sterling Ray Martin

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Core Skills

Graphic Design | Brand Identity | Campaign Design | Marketing Collateral Web Content | Adobe Creative Suite | Content Creation | Project Coordination | Client Communication | Retail Strategy Insight | Concept Development | UX/UI

Personal Summary

Marketing & communications professional with demonstrated experience in digital marketing, content creation, graphic design and social media management across web-based platforms. Holds an Advanced Graphic Design Diploma with additional Office Administration certification, supported by hands-on experience delivering strategic marketing initiatives for community organizations, nonprofits, and small businesses. Strong writer and visual communicator with a proven ability to plan, execute, and evaluate campaigns that support organizational goals. Experienced in working with community-focused environments with a deep appreciation for storytelling and public engagement.

Relevant Professional Experience

Founder & Creative Lead

The Kids Table Creative | 2024 - PRESENT

- Spearhead of branding, digital strategy, and content marketing for clients in various industries.
- Director of data-backed media campaigns that improve audience engagement, leveraging insights from Google Analytics & Meta Business Suite tools to adapt brand designs.
- Developer of video and motion graphic assets for promotional content, contributing to an observable 25% increase in engagement for select social media campaigns in 3 months.
- Management and coordination of web content updates and UI enhancements to improve user experience and navigation.

Freelance Graphic Designer

Self-Employed | 2020 - 2024

- Creator of targeted digital campaigns for local organizations, ensuring brand consistency and audience engagement.
 - Optimizing content based on analytics, leading to increased conversion rates, improved company performance, and equity.
 - Development of email marketing templates and social media assets tailored for audience growth and retention.
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Volunteer & Community Involvement

Graphic Designer | Social Media Manager

Dundas Lions Club | 2023 - PRESENT

Creator of event flyers, brochures, and digital materials, including a new website and social media, to support fundraising and community events. Lead youth engagement consultant. Curating consistent branding elements that strengthen community engagement and club outreach.

Associate Member

RGD | 2021 - PRESENT

Participant in weekly webinars and professional development sessions, expanding industry knowledge and networking with design professionals. 3x participant in mentor/mentee workshops. 2x Design Thinkers attendee.

Club President

Mohawk Design Club | 2021-2023

Exemplifying leadership, creating a renaissance of engagement, and rebuilding a self-sustaining resource for students to work in collaboration to learn and grow. A resource still in operation, after managing administration and logistic foundations for teachers and students. Membership rose from 20 to nearly 300 during my tenure.

Education & Achievements

Advanced Graphic Design

Diploma, Mohawk College | 2023

Art & Design Foundations

Certificate, Mohawk College | 2020