

MARY TREPANY

EXPERIENCE

PPK - TAMPA, FL

Art Director | Oct. 2023 - Present

Agency Clients: Florida Lottery, Ascend Credit Union, Wonder Bread, Zone

- Lead the strategy, creative development, and deployment of 40+ monthly organic and paid social assets, driving an average of 20% increase in engagement.
- Oversaw cross-functional teams in the development and execution of quarterly activations supporting new product launches.
- Concept and art direct integrated campaigns spanning OOH, experiential, social, and presentation design.
- Collaborate with strategy, account, media, and production teams to develop cohesive, insight-driven creative, overseeing 3+ projects simultaneously from initial concept through final execution.

DENTSU - REMOTE

Art Director | July 2021 - Feb. 2023

Agency Clients: BravoTV, Emergen-C

- Art directed social campaigns for 10+ Bravo TV series launches, developing platform-native creative.
- Led a team of 5 designers to concept and produce 30+ social assets for BravoCon 2022.
- Concepted and art directed the social launch of two new Emergen-C flavors, creating 10+ assets.
- Collaborated with creative, strategy, social, and account teams to bring campaigns from concept to execution.

CANNABRANDS - REMOTE

Graphic Design Assistant | Feb. 2021 - July 2021

Agency Clients: Toastyy, Liquid IV, Dakota Labs, Casa Alquimista

- Developed branding and packaging for 4+ consumer brands, including Toastyy, Liquid IV, Dakota Labs, and Casa Alquimista, creating logos, product labels, and visual identities.

SHOP ADORN - PORTLAND, OR

Graphic Design Intern | Feb. 2019 - July 2019

- Designed landing pages, email campaigns, and digital assets supporting Shop Adorn's e-commerce and marketing efforts.
- Updated website content and assisted with 5+ photoshoots, supporting creative production from preparation through execution.

MOTIVO INC. - TOKYO, JAPAN

UX/UI Intern | April 2018 - Sept. 2019

- Collaborated with the lead designer to wireframe and design Motivo's new CRM system and website, helping shape the user experience and visual direction.

CONTACT

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www.mtrepany.com

EDUCATION

BA DIGITAL ART & ART HISTORY

JUNE 2018

University of Colorado Boulder

SKILLS

CREATIVE & MOTION SOFTWARE

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Figma.

CORE COMPETENCIES

Art Direction, Video Editing, Motion Graphics, Brand Identity, Storyboarding, Creative Strategy, Copywriting, Photo Shoot Direction.

CAMPAIGN & MEDIA CHANNELS

Paid Social (Instagram, TikTok, Facebook, YouTube Shorts), Organic Social, Out-of-Home (OOH), Digital Advertising, Print & Packaging, Experiential Marketing.

AWARDS

MUSE - Gold

Social Media Ad Campaign, 2025

HERMES - Platinum

129c. Social Media Campaign, 2025

