

Mackenzie Maher

Creative Director



ABOUT ME

Landing myself in the world of digital more than a decade ago – armed with a hamster wheel of ideas running through my brain and an OCD eye for detail – I've found my happy place translating big ideas into impactful creative campaigns. Pairing clever, compelling narratives with intentional, double take-worthy designs, my goal is always to leave audiences with something to think about and give clients a reason to come back for more.

Beyond my commitment to the creative end product, I've always felt equally connected to the people behind the process, recognizing that collaboration and communication are at the core of any successful project. I take pride in my ability to lead teams, foster an environment of creativity and growth, inspire confidence on both sides of the brief, and transform visions into tangible realities.

Whether guiding teams or delivering digital dreams, I'm always prepared to push past the boundaries of possibility, and have a hell of a good time along the way.

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EXPERIENCE

DIRECTOR OF DESIGN at Power Digital

2023 - Present

Works in partnership with department stakeholders to provide visionary creative leadership for the design, post-production and production teams, ensuring the concepting, execution and delivery of high-quality, high-performing, on-brand, and visually compelling content.

Develops overarching creative vision for campaigns, strategy, design, messaging, photo/video productions that elevates the brand and aligns with overall business objectives; concepts, pitches and articulates concepts to clients, crafts briefs, communicates feedback, provides creative solutions, and ensures alignment, product quality and overall client and team satisfaction.

Fosters a collaborative environment, encouraging team members to push creative boundaries and achieve excellence; mentors and guides team in their professional development, providing growth opportunities and constructive feedback.

Leads trainings and knowledge sharing around industry trends, bringing innovative concepts and techniques to the team to ensure our work stays fresh and relevant.

Manages design team growth, budgets, workflow, bandwidth, process, resources, and initiatives to ensure success and health of department.

ASSOC. DIRECTOR OF CREATIVE at Power Digital

2021 - 2023

SR. BRAND STRATEGIST at Power Digital

2017 - 2021

MULTIMEDIA CONTENT PRODUCER at Perfect Foods

2016 - 2017

MARKETING PROJECT MANAGER at MiresBall

2014 - 2016

EDITOR & CONTENT MANAGER at iGrad

2011 - 2014

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

CLASS OF 2010

B.A., Global Studies; Minor, Professional Writing