

MACKENZIE CRAIG

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CREATIVE DIRECTOR

ABOUT ME

I direct creative things.

From NYC to LA, from magazines to an MBA and a pivot into marketing & branding, and from Photo Intern to Creative Director---I am a seasoned professional who believes that looks matter and ideas are only as good as how well they can be conveyed. Strong creative is a powerful tool, and I'm excellent at cutting through the noise to deliver purpose-driven creative that moves the needle. It's been called 'The Mack Touch'...

EDUCATION

Cornell University, 2008
Bachelors in English

Vanderbilt University, 2020
Masters in Business Administration

SKILLS

Shoot Production
Art Direction + Execution
Brand Identity + Messaging
Licensing & Retail Partnerships
Branding & Sales Decks
Website Design
Copy Writing
Adobe Creative Suite
Written & Verbal Communication

WORK EXPERIENCE

Creative Director

2020-2022

LATIN WORLD ENTERTAINMENT, SOFIA VERGARA | LOS ANGELES, CA

- Oversaw omnichannel creative and visual direction across a celebrity's personal and partner brands.
- Managed social planning and execution, digital strategy, freelance roles, and agency collaborations.
- Worked closely with retail & licensing partners to support, and drive sales.
- Developed and defined brand objectives and goals from both a visual and business perspective.
- Designed assets, wrote copy, produced still & video shoots, built outreach decks, led all creative.
- Managed daily communication and approvals directly with talent.

Group Photography Director

2017-2018

FOOD & WINE AND COOKING LIGHT | BIRMINGHAM, AL

- Helped rebuild the Food & Wine brand & execute the publication's transition from NYC to AL
- Led team of 3 to manage all photography across two national titles simultaneously.
- Oversaw budgets, workflow, visuals, and freelance teams while collaborating with a cross-functional group of managers to execute editorial decisions and brand development.
- Liased with in-house production hub, balancing competing needs and mitigating conflict.
- Ran 2-4 photoshoot sets per day.

Photo Editor, Photography Director

2014-2016

COUNTRY LIVING | BIRMINGHAM, AL

- Recruited freelance talent from atypical backgrounds to meet corporate cost-cutting goals while maintaining the quality of content necessary for a national publication.
- Translated story ideas into creative concepts for freelancers & oversaw execution on photo shoots.
- Supervised, mentored, and trained the Associate Photo Editor.
- Directed all photo projects & guided visual redesign aimed at extending brand to younger audiences.
- Employed a system of visual collaboration to facilitate clearer communication and brainstorming.

Deputy Photo Editor

2009-2014

EVERYDAY WITH RACHAEL RAY | NEW YORK, NY

- Produced, directed, and managed feature stories on location with crews of more than 40 people.
- Identified & researched emerging photographers and stylists in the industry; hired beyond the usual scope of contributors to establish continued relevance and innovative photography ideas.
- Implemented visual story ideas and established creative ownership of specific stories and sections.
- Produced complex editorial shoots that included casting, scouting, hair, makeup, wardrobe, props, food styling, and photography.
- Built a more vigorous budgeting system, issued photography contracts, and fielded usage inquiries.

GRADUATE WORK

MATTEL, INC., MBA Intern, U.S. Boys Marketing (Action Figures) | El Segundo, CA

SHORE CAPITAL PARTNERS, Branding Consultant | Nashville, TN

TEACHING ASST., Launching the Venture & Managerial Statistics, MBA/EMBA

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CREATIVE DIRECTOR

AWARDS

2018 | SPD FINALIST, PHOTO & DESIGN

Cooking Light and Food & Wine

2018 | EDDIE AWARDS, FULL ISSUE WINNER

Food & Wine March 2018: The Photography Issue

2018 | ASME AWARDS, BEST COVER WINNER

Food & Wine March 2018: The Photography Issue

ACTIVITIES

Graduate Teaching Assistant

Launching the Venture I & Managerial
Statistics for MBA and EMBA programs

Owen Venture & Entrepreneurship Club

Pitch competitions, investor networking

Rescue Shelter Volunteer

Foster home for dogs in need

HOBBIES & INTERESTS

Painting, Photography, & Drawing

Vintage Fashion & Thrifting

Party Planning & Swag Design

Baking Carb-y Things

Building Furniture

Cool Typography

Phoneless Dog Walks

Paint-by-Number Kits

Binging Well-Written Shows

REFERENCES

NANCY OVERFIELD

President, Licensing
Latin World Entertainment

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