



MAC McALISTER

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about

MAC McALISTER is a Creative Director in Los Angeles, specializing in experiential marketing for agencies and in-house teams. With nearly ten years of experience, she has worked with clients such as Tiffany's, Amazon, T-Mobile, Don Julio, and MLB. Her background in Industrial Design brings a unique perspective to the creative process and she is committed to excellence. MAC actively implements organizational tools, establishes standards, and motivates teams to create impactful campaigns, events, experiences, content, and innovative brand strategies.

EDUCATION

The Art Institutes of Los Angeles
Bachelor of Science Industrial Design

skills

Strong communication skills to motivate both internal and client teams to maintain relationships, build strong teams, and collaborate with multidisciplinary parties.

Creative and art direction skills accompanied by the expertise of developing creative solutions in a variety of campaigns.

Works through the creative process to create a multitude of concepts utilizing design strategy and digital software such as the Adobe Creative Suite and SketchUp.

Manages multiple projects simultaneously with time management skills and the ability to work with strict budgets among cross-functional teams.

work

CREATIVE DIRECTOR COCKTAIL ACADEMY

11.2021 - 02.2024

Led a team of creative professionals, ensuring projects were completed on time and within budget. My expertise in branding and design standards helped maintain quality and expectations for internal documents, resulting in successful RFPs and new clients. I implemented effective brand strategies and developed creative pitches, increasing KPIs and brand visibility.

CLIENTELE

Diageo, Don Julio, CÍROC, MACRO, 818 Tequila, Joefreshgoods

SENIOR ART DIRECTOR REVOLUTION MARKETING

05.2021 - 10.2021

During my six-month contract, I successfully developed innovative strategies that expanded the Blue Triton portfolio's reach and improved brand visibility. My collaborative leadership style and attention to detail ensured that every activation exceeded expectations. I'm confident in my ability to continue driving growth and success for the portfolio.

CLIENTELE

Blue Triton, Arrowhead, Pure Life, Poland Spring, 818 Tequila, Coachella

ASSOC. CREATIVE DIRECTOR ENDEAVOR

11.018 - 10.2020

Managed experiential marketing campaigns and design assets for a telecom company across digital, environmental, and physical platforms. I set new design and fabrication standards, implemented QC policies, and led team-building activities across multiple US offices.

CLIENTELE

T-Mobile, MLB, Big Ten, Lollapalooza, Bumbles

SENIOR ART DIRECTOR HUDON & NINE

08.2018 - 02.2018

Overseeing art direction, designing graphics, creating 3D models, managing the consumer journey, and ensuring quality control. I also develop production design, utilize CAD design, conduct site visits, oversee production management, and provide leadership to ensure a successful project outcome.

CLIENTELE

Humane Society, In n Out, Children's Hospital Los Angeles, Remy Martin

freelance

ADC	2022	Jack Morton	Stripe Conference
Senior AD	2020	Odysseus Arms	The Body Shop Campaign
Art Director	2018	SOCIAL HOUSE	Revlon CND Activation
Ex. Designer	2018	BeCore	XBOX x NBA All Stars
Ex. Designer	2016	AgenC	Tiffany's, Amazon, Puma
Designer	2015	WSS/Eurostar	Retail Chain Design