

Mackenzie Broderick

Graphic Designer

Hello, I'm Mackenzie, a Graphic Designer based in Central Texas. I have 5 years of professional experience with a focus in marketing, branding and strategy. I am passionate about design and enjoy leading projects from start to finish.

My Portfolio

Education

**Texas A&M University–
Corpus Christi**
Graphic Design, BA

Skills

Software

Adobe Creative Suite
Figma
Mailchimp
Canva
Webflow
Wordpress
Microsoft Suite

Creative Disciplines

Graphic Design
Art Direction
Branding
Illustration
UI/UX
Publication
Packaging
Campaign Strategy
Copywriting

Related Qualifications

Marketing Manager

Cinnamon Shore Vacation Rentals
2025 – Present

- Develop and execute marketing strategies and campaigns to drive bookings and guest engagement across digital and print platforms.
- Collaborate with cross-functional teams to manage project timelines, content creation, and performance analysis.
- Design promotional materials, and emails while coordinating with vendors and web developers to ensure brand consistency and campaign success.

Graphic Designer

San Antonio Botanical Garden
2023 – 2025

- Design publications, signage, exhibition branding, print & digital collateral, merchandise, mailers, documents, and presentation decks.
- Manage project intake, timeline, and deliverable expectations with cross-functional teams.
- Handle ordering, printing, and fabrication with vendors.

Marketing Specialist

Mammen Family Public Library
2021 – 2022

- Oversee all marketing, creative, and printing needs, including project intake, timeline, and deliverable expectations.
- Manage Website and all social media platforms.

Student Graphic Designer

Texas A&M University–Corpus Christi Student Activities
2020 – 2021

- Design, print, and distribute multi-platform event campaigns, including flyers and posters across campus.



Contact

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