

# Mackenzie Broderick

Graphic Designer

**Hello**, I'm Mackenzie, an Austin-native Graphic Designer based in Central Texas. I have over five years of professional experience with a focus in Graphic Design and Marketing. I am passionate about branding 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  
Asana  
Monday  
Microsoft Suite

#### Creative Disciplines

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

### Experience

#### Graphic Designer

San Antonio Botanical Garden  
2023 – 2025

- Design omni-campaigns for publications, signage, exhibition branding, print & digital collateral, merchandise, mailers, documents, and presentation decks.
- Manage project intake, timeline, and deliverable expectations with cross-functional teams.
- Oversee ordering and printing processes 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, email marketing, social media and paid advertising.
- Report on marketing analytics weekly & monthly.

#### 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.
- Partner with Student Activities departments to define campaign needs and manage timelines.

#### Freelance

- San Antonio Botanical Garden  
2023-2026
- Visit Corpus Christi  
2025
- Devine Wine Bar & Bistro  
2024



#### Contact

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