



WENDY MURE

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917-209-0250

New York, NY

P R O F E S S I O N A L E X P E R I E N C E

MARKETING & DESIGN CONSULTANT

2014 - PRESENT

Marketing & design consulting for a variety of companies providing leadership, strategy and design for brand positioning, marketing collateral, websites, logos, illustrations and art direction of photography and video for social media content.

FOOD & WINE (American Express Publishing)

VP Marketing | 2008 - 2014

- Recruited, trained and inspired a full-service creative department in the development of innovative branding and marketing solutions, from concept through implementation
- Established brand mission, vision and design standards
- Conceived, created and pitched best-in-class multi-media programs for prestigious brands including American Express, AT&T, BMW, Bacardi, KitchenAid and Royal Caribbean
- Oversaw concept & design of events, including the renowned *Food & Wine Classic in Aspen* and the annual *Food & Wine Best New Chefs* event
- Drove new ideas for brand extensions such as *FWx*, a website targeted to millennials, generating \$1MM at launch
- Developed inaugural mobile apps: *F&W Wine*, *F&W Best New Chefs* and *F&W Cocktails*
- Forged a partnership with Bravo TV to create the first-ever *Top Chef* magazine, attracting 10 sponsors and exceeding revenue goals
- Partnered Lexus with Harvard's *Science of Cooking* initiative to create a multi-media program featuring legendary Ferran Adrià
- Art directed photography and video shoots for content creation on behalf of advertisers

MARTHA STEWART LIVING OMNIMEDIA (MSLO)

Brand Director | Design Director | 2003 - 2008

- Supervised the creative department in the development of brand marketing solutions across the MSLO multi-media platform
- Conceived and designed custom cross-platform campaigns including *Toyota Block Party*, *Glad Make Ahead Meals*, *Turning Leaf Seasonal Wine Pairings*, *Buick Party in a Box* and *GE Dream Kitchens*
- Produced and designed events for *Martha Stewart Living*, *Everyday Food*, *Martha Stewart Weddings* and *Martha Stewart Television*
- Created new *Tasting Notes* and *Culture Cafe* e-newsletters, garnering 100,000+ subscribers



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P R O F E S S I O N A L E X P E R I E N C E

CONDENET (Internet Division of Condé Nast)
Executive Director Creative Services | 1998 - 2003

- Recruited and inspired the team in the development of custom marketing solutions for *epicurious.com*, *style.com* and *concierge.com*
- Won first-ever business from high-end fashion brands and wine clients by developing innovative digital content solutions and inaugural online trunk shows
- Developed cross-platform programs with *Vogue*, *Gourmet*, *Bon Appétit* and *Condé Nast Traveler* magazines

DETAILS MAGAZINE (Condé Nast)
Art Director | Creative Services Director | 1995 - 1998

- Supervised the creative team in the design and production of all marketing collateral
- Led brainstorming and concept development sessions
- Created and designed special events including live music shows, college skateboarding tours and retail fashion shows

MADEMOISELLE MAGAZINE (Condé Nast)
Art Director | 1991 - 1995

- Provided creative leadership and design standards for the brand and for the team
- Conceived and developed branded content and added-value opportunities for advertisers
- Art directed all marketing materials, media kits, custom advertiser programs and event collateral targeted to style-conscious women in their twenties

EDUCATION:

Bachelor of Arts | Rutgers University, New Brunswick, NJ

MAJOR: Graphic Design

MINOR: Advertising & Communications

SKILLS:

- Proficient in Adobe InDesign/Photoshop/Illustrator, Microsoft Office, Powerpoint and Wix
- Photography and Video Art Direction + Styling
- Print Production Expertise