MACKENZIE DIEKMANN

Senior Graphic Designer · Multimedia Designer · Creative Lead

mdiekmann3545@gmail.com | linkedin.com/in/macdiekmann | mbgraphicsstudio.com | Kansas City Metropolitan Area

PROFESSIONAL SUMMARY

Multidisciplinary designer and creative lead with over a decade of experience delivering branded communications across print, editorial, video, motion, web, social media, and live events. Brings creative direction and hands-on production together, from concept development through vendor coordination, final production, and delivery.

CORE STRENGTHS

Creative Direction · Integrated Campaigns · Brand Systems · Editorial Design · Video & Motion Graphics · Information Design · Web & Email Design · Environmental Graphics · Print Production

PROFESSIONAL EXPERIENCE

International Association of Plastics Distribution (IAPD) · Senior Design and Multimedia Manager 2016–2026

- Led creative direction and hands-on design for member communications, educational resources, campaigns, and event materials across print, digital, video, and large-format applications.
- Designed and produced *Performance Plastics* magazine, including cover concepts, editorial layouts, advertising, prepress preparation, and print coordination.
- Created integrated convention and conference materials, including visual identities, program guides, signage, registration graphics, environmental displays, and promotional campaigns.
- Produced multimedia projects from concept through delivery, including motion graphics, promotional videos, presentation content, scripts, voiceover coordination, editing, and on-site delivery.
- Translated technical subject matter into clear infographics, educational resources, product stories, and a 52-page Top 26 Markets packet.
- Designed marketing emails, social content, website updates, and digital resources, collaborating with marketing, events, leadership, and external vendors.
- Maintained brand consistency across association programs, publications, events, and member-facing communications.

ADDITIONAL EXPERIENCE

MB Graphics Studio · Freelance Graphic Designer 2009–Present

- Develop brand identities, marketing collateral, print materials, digital assets, websites, social content, and presentation graphics for small businesses and organizations.
- Manage projects from discovery and creative direction through production-ready files and final delivery.

FlexPro Meals · Graphic Designer and Social Media Manager 2015–2016

- Created branded print and digital marketing materials, including social media graphics, promotional assets, and campaign content.

Ruvati and Kenry Home Improvement · Graphic Design, Social Media, and Marketing Specialist 2012–2016

- Designed technical product sheets, marketing materials, social media graphics, and product communication for home-improvement and consumer brands.

EDUCATION

Northwest Missouri State University · Bachelor of Science in Interactive Digital Media and Visual Imaging, Concentration in Graphic Design and Interactive Digital Media · 2005–2009

TECHNOLOGY

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, and Acrobat · Figma · Canva · Wix · WordPress · Shopify · Higher Logic · Constant Contact · Mailchimp · Google Analytics 4 · Google Tag Manager · Microsoft Office