

Mary Pestell

415-260-6670

marypestell@gmail.com

WEBSITE

marypestell.com

SKILLS

Print Production
Direct Mail Production
OOH Production
Art Buying
Digital Production

EDUCATION

California State University, Chico
BA in Visual Communication and
Graphic Design
Minor in Advertising

PROFESSIONAL EXPERIENCE

Over 25 years as a print production manager and producer. Fun-loving, responsible, and hard-working, with a wide range of production skills, an eye for detail, and a positive attitude.

Senior Producer (freelance)

Goodby Silverstein & Partners, Eleven Inc., SupplyPro, Duncan Channon, 2022–23

Senior Producer

Eleven Inc., San Francisco, 2009–22

Hired on a freelance basis to manage direct-mail projects for AAA Insurance. Moved to full-time in 2014. Brands include CommonSpirit Health, Google Cloud, Apple, Virgin America, Lyft, Getaround, Electrify America, Western Governors University, Samsung.

- Managed print production for OOH, marketing collateral, direct mail, packaging, advertising in newspapers and magazines, and special projects
- Handled art buying for photo shoots, illustrations, and animations
- Supervised production of digital banners, social media, and online video
- Worked with creative teams, integrated producers, vendors, and finance managers to ensure that all projects were accurately produced on time and within budget
- Managed all prepress functions, including retouching, color correction, and assembly of complex campaigns
- Attended press checks
- Managed and tracked usage and digital assets

Senior Print Production Manager (freelance)

San Francisco, 2007–09

- Client agencies include McCann Erickson, Eleven Inc., and Firewood
- Brands include Microsoft, Bayer, Northstar-at-Tahoe, Visa
- Print production for direct mail, marketing collateral, and advertising in magazines

Direct Mail Production Manager (freelance)

MRM / McCann, San Francisco, 2003–06

- Supervised direct mail planning and execution through all phases of production
- Managed color correction, retouching, mechanical production, data processing, print production, and lettershop
- Wrote lettershop instructions and complex component matrices
- Approved data layouts and final insertion orders
- Negotiated print and fulfillment projects using a triple-bid process
- Created estimates, issued purchase orders, and approved invoices

Senior Production Manager

Miller Huber Direct and Interactive, San Francisco, 1992–2000

Responsible for print and direct mail production for award-winning agency. Brands include Levi Strauss, British Airways, 3Com, Cisco Systems, Gateway Computers, Robert Mondavi.

- Collected bids, created estimates, and tracked expenses for all production budgets
- Worked closely with creative teams, account teams, and vendors to ensure that projects were produced accurately, within budget, and on time
- Managed retouching and color correction
- Reviewed proofs and attended all press checks
- Supervised lettershop functions, including mail instructions and on-site lettershop QA
- Produced campaigns in multiple languages
- Sourced and approved vendors and negotiated pricing, including volume discounts
- Managed, trained, and motivated five full-time production managers, creating a confident and cohesive team

Senior Graphic Designer

Thermo Fisher Scientific, San Jose, 1988–92

- Designed and produced marketing materials for high-tech company
- Managed internal photo shoots and art buying