



Maureen Reddy
Winthrop, MA 02152
617-319-2837

davinci29@icloud.com

PROFESSIONAL PROFILE

Visionary entrepreneur with a high level of creativity and exceptional business acumen. Conceived, developed, and managed multiple small businesses and volunteer organizations. Successfully grew startups by managing all facets of the business, including financial/legal, marketing, advertising, and team leadership. Independently drafted, filed, and achieved patents and trademarks for new design services and products. Exceeds client expectation through relationship-building, communication, contract development/negotiation, superior project management, and the ability to translate creative and extraordinary concepts into reality within time and budget constraints. Support the innovation community by mentoring early stage entrepreneurs.

PROFESSIONAL EXPERIENCE

Owner of Small Businesses

DaVinci Designer Gallery-Interior Design Firm
6/1995 – Present

Themes- Celebration Consultants- Special Events
6/1987-3/1995

Art-i-facts
9/92-9/95

OWNER/OPERATOR: Effectively steer operations of small businesses to generate growth through decisive leadership. Position the organization for future success by identifying new opportunities and developing new services. Efficiently manage administrative/financial/accounting functions, purchasing, marketing, and advertising. Coordinate projects, develop business protocol and keep current on industry procedures and codes. Establish strong relationships with customers, vendors, staff and trades.

CHILDREN'S ART SCHOOL INSTRUCTION AND MANAGEMENT: Created and instructed a children's art school focusing on learning art through "facts". Developed art activities that engaged students, peaked curiosity, and inspired creativity.

SPECIAL EVENT ADMINISTRATION: Create extraordinary events that included wedding receptions, art exhibitions, fundraisers, ceremonies, wine tastings, dinners, luncheons, brunches, and musical performances. Consistently maintain a high-standard performance record via exceptional customer services; follow through, and attention to detail.

Meet with clients and sponsors to plan scope and format of events, to establish and monitor budgets and to review administrative procedures, safety codes and progress of events.

Co-ordinate facilities, catering, special needs requirements, audio-visual equipment, and security. Design and produce printed materials, including, invitations, programs, menus, and marketing collateral. Direct space planning and provide customized decorations, displays, and staff attire. Recommends menu choices. Organize registration of participants and seating arrangements, prepare programs and promotional material, and publicize events. Plan entertainment and activities for participants. Hire, train and supervise event set-up and support staff required for events. Negotiate contracts for services and approve suppliers' invoices. Maintain financial records, review final billing submitted to clients, and evaluate events to determine effectiveness.

INTERIOR DESIGN ADMINISTRATION: Results-oriented interior design firm that has been operating for 15+ years and serving the residential, commercial, and liturgical sect. Extensive experience in conceptualizing, planning, and successfully completing a diverse range of design projects including interior and landscape design, historical restoration, visual merchandising, interior redesign (home staging), and special event design. Hands-on project manager with a proven ability to assess client needs, apply interior design practices and principles, develop floor plans, draft written specifications, schedules, and cost estimates, source appropriate construction materials and labor, direct operations, and provide practical solutions with a high level of client satisfaction. High energy and flexible senior-level contributor, adept at merging talents with project needs, supervising contractors, assuring quality, and successfully completing projects within time and budget expectations. A fine arts background and painting experience has allowed antique and art restoration, faux finishing, and mural painting to be added to the service repertoire.

TEAM LEADERSHIP: Charismatic, persuasive team builder and manager, skilled at motivating diverse teams to deliver unparalleled customer service and attain project objectives. Provide hands-on direction that cultivates a positive, harmonious work atmosphere in high-stress environments by promoting a spirit of teamwork and idea sharing while maximizing individual contributions. Anticipate, manage, and resolve conflicts. Develop partnerships with other service organizations, vendors, and staff.

COMMUNICATIONS: Apply superior communication skills (oral, written, and web based) to market new business services, increase sales, educate trades on procedures and protocols, assess client needs, and troubleshoot. Listens effectively and clarifies relevant information. Fosters an atmosphere of open communication. Graphic design background and strong writing skills allow for professional collateral, print advertising, marketing material, PowerPoint presentations, web advertising, websites, project reports, press releases, and video production. Develop and maintain relationship with vendors and trades.

Possess strong negotiation skills, outstanding problem-solving abilities and a sharp aptitude for client needs assessment.

ACCOMPLISHMENTS: Created and grew a full service interior design firm through business plan development assisted by a S.C.O.R.E., creative sales techniques, innovative marketing, and superior customer service.

Raised thousands of dollars by creating unique fund raising events in conjunction with Massachusetts Cultural Council, Massachusetts Advocates for the Arts, Sciences & Humanities, the Mayor's Office, local

artists, Town of Winthrop, and the Seaport Hotel. Boston, MA.

Developed and managed hundreds of detail oriented events for municipalities, small businesses, private clients, and charitable organizations.

Provide exemplary interior designs and historic restoration to a varied customer base (retail, residential, public, and liturgical) including, Archdiocese of Boston, American Red Cross, Workbench Furniture, Macy's, and Pier One Imports. Selected to decorate at the White House 2011.

Consistently completed design projects and events on time and on budget, while attaining optimal levels of efficiency, quality of workmanship, and client satisfaction.

Redesign and upgrade real estate that sells 4 times quicker and recoups 200%-500% initial staging costs. Increase property asking price by 15%-22%.

Regional Visual Designer

Workbench Furniture

Boston, MA US

3/1999 – 9/2003

ADMINISTRATION: Provided design and merchandising services for 6 freestanding retail furniture stores in New England. Designed and directed new build-outs and updated space assignments from existing architectural drawings. Designed and executed floor moves, vignettes, display windows, offices, and common areas. Supervised new store openings and moves.

FACILITY DESIGN: Optimized in-store presence by designing "consumer friendly" floor plans with Auto CAD. Supervised new build-outs and space allocation. Ensured compliance with building codes, zoning laws, safety policies, fire regulations and ordinances. Managed timelines to meet day-to-day business needs including all items associated with in-store presence initiatives.

VISUAL MERCHANDISING: Evaluated space to determine merchandising strategies and product placement. Designed visually appealing room displays and window displays to enhance sales. Developed and maintained understanding of competitive environments. Maintained visual floor update directives as needed (weekly/bi-weekly) based on business trends. Planned, measured, and reported the effectiveness of the retail product selection.

NEW STORE OPENINGS AND MOVES: Redesign architectural drawings to meet new space allocation. Provide hands-on direction in interpretation and modification of blueprints and construction plans. Oversaw the build out for new store openings by coordinating movers, mechanics, electricians, and building trades. Select color palette and building materials. Ensured accurate and timely completion of all assigned directives.

ACCOMPLISHMENTS: Delivered visually stimulating merchandise presentation that maintained the brand's integrity and resulted in the achievement of company sales and profitability goals.

Successfully managed facility build outs and moves. Strategic space planning accommodated sales team, product lines, inventory storage, and optimal customer experience.

Created unique events in conjunction with local artists. Displayed original artwork within the retail vignettes to expose the artist's work, enhance the room set-ups, and develop an additional market interest.

Graphic Designer/ Jr. Art Director

Beacon Advertising /Towle Design
Boston, MA US
7/1981 – 3/1984

SUMMARY: Graphic Designer graduating to Junior Art Director for in-house ad agencies within the retail and service industry. Produced visual solutions to the communication needs of clients, using a mix of creative skills and commercial awareness.

RESPONSIBILITIES: Developed and mocked up design ideas. Communicated with printers, copywriters, photographers, other designers, account executives, and marketing specialists to fulfill client's message. Designed and provided layout of collateral material, sales sheets, and color tabloids, for national retailers. Perform press supervision and approval. Advised and managed intern designers.

EDUCATION

Chamberlayne Jr. College – Boston, MA AA Degree, Commercial Art
Relevant classes: Art Institute of Boston, Massachusetts College of Art,
Harvard University, Salem State College

PROFESSIONAL AFFILIATIONS

Toastmaster International Boston, MA
Small Business Administration (SBA) Enterprise Center Salem, MA
Boston Design Center Boston, MA

COMMUNITY/VOLUNTEER ACTIVITIES

MA Commission on the Status of Women –2012–2015
Appointed Commissioner to promote gender equality and the empowerment of women

MassChallenge 2015–present

Assist early stage entrepreneurs in connecting with resources needed to establish and grow their start up businesses. Advised on all facets of business

OTHER

Design Patent and Trademarks : Drafted, filed, and received one design patent and two trademarks for products and services related to the design industry.