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PROFESSIONAL PROFILE

Visionary entrepreneur with a high level of creativity and exceptional business acumen. Conceived and developed several small businesses in the art, interior design, and special events field. Repeated success in exceeding 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.

PROFESSIONAL EXPERIENCE

Owner of Small Businesses

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

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

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.

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 cost-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 at 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
Institute for Human Centered Design Boston, MA
Boston Design Center Boston, MA

PROFESSIONAL PRESENTATIONS

Massachusetts' Association of Realtors
New England Home Show
New England Cable News

PUBLICATIONS

Boston Globe 10.26.08
Wall Street Journal 8.18.06
Bay State Realtor 7.01.04
Boston Herald 9.26.03
New England Antiques Journal 05.98
New York Antiques Almanac 06.98

COMMUNITY/VOLUNTEER ACTIVITIES

MA Commission on the Status of Women- Appointed Commissioner January 2012
Girl Scout Leader, C.C.D. Instructor (Catholic Christian Doctrine), Established a children's
environmental group and developed town wide events in conjunction with Parks & Recreation
Department, Winthrop, MA

COMPUTER PROFICIENCIES

MS Office: Word, Outlook, PowerPoint,
Auto CAD, Vectorworks, 3D Home Design, Drawbase, Micro Station
Keynote, Quark, Web Design, Photoshop, 3D Home Interior