

martha christine

615.587.6881 | martha.ressler@gmail.com | marthachristine.com | [linkedin.com/in/martharessler](https://www.linkedin.com/in/martharessler)

Results-driven creative leader with experience in managing cross-functional teams, streamlining production workflows, and executing high-impact design projects. Proficient in Adobe Creative Cloud, MS Office, Google Suite, monday.com, Asana, and SPSS.

Experience

Threadbird, Custom printed apparel and merch

Art Production Manager | 2022 – 2025

- Led a team of 5 art production coordinators, overseeing 500+ production projects annually
- Implemented streamlined production processes, increasing departmental efficiency by up to 20%
- Developed and presented performance reports (monthly, quarterly, and annually), to drive strategic, data-informed decisions

Senior Art Production Coordinator | 2018 – 2022

- Standardized departmental workflows, reducing errors and increasing efficiency
- Authored a comprehensive training manual, reducing new employee onboarding time by up to 25%
- Managed end-to-end design projects, ensuring high-quality, print-ready deliverables aligned with client specifications

Art Production Coordinator | 2016 – 2018

- Created detailed mockups for 30-40% of monthly orders, improving accuracy and reducing revisions
- Acted as a key liaison between vendors, sales teams, and clients, ensuring clear communication and smooth project delivery
- Prepared and optimized art files for seamless transition to print production

Hillsboro Presbyterian Church, Nashville-based church

Marketing Analyst Intern | 2022

- Led a social media strategy revamp, increasing online engagement by 12% in 6 months
- Conducted data analysis to identify growth opportunities, implementing targeted marketing campaigns
- Created data-driven presentation decks to guide leadership on strategic marketing initiatives

Cumulus Media, Nash Country Weekly Magazine

Graphic Designer | 2015 – 2016

- Designed and managed the weekly layout of a 65-page publication, ensuring brand consistency and on-time delivery
- Developed custom illustrations and templates, streamlining production workflows

Gradspring, Online job board for recent college graduates

Social Media Specialist | 2013 – 2015

- Managed multi-platform social media strategies, leveraging HootSuite to drive engagement
- Used Facebook Analytics and Google Analytics to inform data-driven marketing strategies and boost user growth

Graphic Designer | 2012 – 2015

- Created visually compelling graphics, increasing website traffic and brand recognition
- Developed cohesive marketing materials that strengthened brand consistency across all digital channels

Martha Christine, Freelance in Design, Advertising, and Marketing

Freelance Designer | 2012 – 2016

- Managed creative projects from concept to execution for Nashville-based businesses and events
- Designed branding and promotional materials for prominent Nashville-based businesses and events, such as East Side Hootenanny

Education

Pennsylvania State University | 2022

Master's in Marketing Analytics and Insights

Belmont University | 2012

BFA, Design Communications

Additional Skills & Experience

- Skilled in crafting compelling narratives and translating ideas into engaging visual content
- Strong analytical expertise with experience in marketing analytics and performance tracking
- Volunteer: Adult Literacy Tutor, Children's Literacy Tutor (YMCA), Habitat for Humanity