

MARGARET POPLIN

Marketing Operations Manager

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EXPERIENCE

Marketing Operations Manager 03/2022 - Present

Acuity Brands Inc Atlanta, GA

- Serve as the primary Adobe Workfront Admin and Marketing Operations Manager for the Creative Services and Marketing Department, optimizing workflows and enhancing team productivity through innovative process solutions
- Design and implement onboarding documentation and training focused on AI and automation-driven marketing technologies, such as Adobe Workfront Planning and Adobe Fusion
- Facilitate cross-departmental collaboration across otherwise siloed departments
- Research and present business cases for new marketing technologies, advocating for AI solutions that drive smarter marketing strategies
- Lead performance reporting initiatives to demonstrate the impact of AI and automations on project outcomes, time savings to FTE spend ratios, budgeting, and customer experience
- Consistently saved 15% or more on budget initiatives, utilizing cultivated soft skills to foster and nurture professional relationships with both vendors and stakeholders

Freelance Design and Illustration 05/2005 - Present

MargaretPoplin.com Atlanta, GA

- Freelance Design and Illustration including everything from Illustration and Fine Art to Graphic and Web Design.

Senior Creative Advisor 07/2017 - 03/2022

The Boston Consulting Group Atlanta, GA

- Served as a Creative Advisor/Strategist and Design Consultant for both internal and external clients, from fellow management consultants to C-suite executives and governmental officials
- Managed diverse marketing projects, integrating AI tools to enhance UX/UI experiences and corporate storytelling for global clients, including major international brands as well as both national and international governments
- Developed global training programs for consultants on leveraging AI in design and storytelling, fostering an understanding of its applications in the marketing landscape
- Collaborated with stakeholders to create compelling narratives that resonate with C-suite executives, demonstrating the value of AI and automation in digital transformation
- Produced reports and visual narratives that communicated data insights, driving strategic conversations with senior leaders

Assistant Professor of Graphic Design 08/2012 - 07/2015

Jacksonville State University Jacksonville, AL

- Served as a creative technology advocate and educator within the Visual Communications department, bridging traditional art foundations with emerging digital design tools and technologies
- Led curriculum development and instruction across undergraduate and graduate levels, emphasizing innovation, design thinking, and the integration of new media platforms
- Championed digital transformation in design education by introducing students to creative technologies, including Adobe Creative Suite (Photoshop, Illustrator, InDesign), Flash, HTML, CSS, and WordPress
- Developed and taught courses that merged art, technology, and user experience-ranging from introductory design software training to advanced digital workflows and responsive web design
- Promoted design thinking methodologies, client-centered ideation, and iterative prototyping as part of a modern digital design process
- Guided students in using technology as a storytelling and problem-solving tool across media platforms—print, web, motion, and interactive design
- Mentored graduate students in technology-driven projects exploring new media communication, digital exhibition design, and contemporary design research

SUMMARY

Dynamic marketing and creative operations professional with over a decade of experience in enterprise software and digital experience technology. Proven track record of leading teams to optimize workflows and leveraging innovative technology for enhanced marketing strategies. Passionate about people and storytelling, with a strong ability to communicate complex ideas to diverse audiences, including C-suite executives. Adept at driving innovation and shaping customer experiences through AI and digital transformation.

LANGUAGES

English Native ••••

SKILLS

Training Programs • Adobe CC •
Adobe Illustrator • Photoshop • InDesign •
Illustrator • AI • Public Speaking • HTML •
CSS • WordPress • Responsive Web •
Firefly • Process Innovation

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Linkedin
[linkedin.com/in/margaretpoplin](https://www.linkedin.com/in/margaretpoplin)

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VOLUNTEERING

Design Consultant

Georgia DNR
2010 - Present
Redesigned all park maps and collateral for park visitors as part of the Panola Mountain Friends of Georgia State Parks & Historic Sites

Mentor

AIGA Design
2019 - 2020
Mentored in Rise Up, AIGA Atlanta's Mentorship Program.

EXPERIENCE

Adjunct Graphic Design Faculty	07/2011 - 06/2012
American Intercontinental University	Atlanta, GA
• Acted as a technology-forward design educator, empowering students to adopt digital tools and emerging platforms to communicate effectively through visual media	
• Taught foundational and advanced courses in digital design, emphasizing the intersection of creativity and technology	
• Evangelized best practices in Adobe Creative Cloud applications (Photoshop, Illustrator, InDesign, Dreamweaver) and introduced students to the technical side of design production	
• Collaborated with department leadership to enhance curriculum with new technologies and design methodologies that aligned with industry trends	
• Fostered a culture of innovation and adaptability by guiding students through real-world, technology-driven design challenges and freelance readiness	
Art Department Manager	05/2009 - 07/2011
Inkhead Promotional Products	Winder, GA
• Led a cross-functional art team through a major creative operations overhaul that more than doubled productivity and streamlined end-to-end production workflows	
• Partnered with executive leadership to modernize processes, optimize resource allocation, and implement scalable creative systems	
• Redesigned production pipelines by identifying inefficiencies and introducing digital workflow automation, reducing turnaround times and nearly tripling creative output	
• Collaborated with the CIO and C-suite to redefine job structures, update departmental processes, and implement data-informed improvements in team management and project flow	
• Developed standardized creative assets, including a comprehensive brand book, modular art templates, and updated collateral (catalogs, ads, and mailers), improving consistency and production speed	
• Enhanced onboarding and training programs for new artists, ensuring rapid skill integration and alignment with updated production methodologies	

EDUCATION

Master of Fine Arts	2006 - 2008
Savannah College of Art and Design	Savannah, GA
• Illustration and Design, GPA 3.61	
Bachelor of Fine Arts	2001 - 2005
Savannah College of Art and Design	Savannah, GA
• Illustration, GPA 3.44	
• Please note: This is a summarized and condensed version of my full resume. To see all of my relevant experience	
• Please visit https://www.linkedin.com/in/margaretpoplin	

INTERESTS

- ❖ Emerging Technology
- ❖ Tabletop Gaming
- ❖ Live Action Roleplaying
- ❖ Cozy video gaming
- ❖ Writing
- ❖ Crafting and Personal Art Projects
- ❖ Costume Design and Prop Making