

LIZANNE ELAINE WEBB

LIZANNE@ADTACTIX.COM | 646.298.6422 (mobile)

EXPERIENCE

STRUCTURE Los Angeles & New York

Creative Director | 01/2009 – present

Small, independent, branding and advertising agency dedicated to small business development.

Responsibilities

Creative Direction and Marketing Concepts: branding, identity, packaging, print management, licensing, trademark consulting.

Design through production of catalogs, 3-dimensional pieces, corporate id and, websites. Work involves design for customer, production, and press approvals. Complete campaign and project management.

Expert skills with print, techniques, pre-press and typography. This is foundational to my retail packaging work. I design from the ground, up and see my projects through production to assure flawless results and client satisfaction.

- Developed new brands and updated older brands for clients including complete competitive and positioning research.
- Packaging design and concepts for food, beverage, toy, health & wellness, cosmeceutical, and apparel brands along with original needed packaging engineering.
- Providing final press-ready files and full coordination with printers and bottling companies to assure best outcomes.
- Mobile app GUIs and program architecture.
- Website development. Most recent clients requesting sites built on a WordPress platform. This includes full SEO implementation.
- Partnered with other creative agencies to help them fulfill creative services not supported by their staffs.
- Created print ads, email campaigns, custom forms (banking and medical industries), posters and outdoor media.
- Produced all project copywriting.
- Established and maintained trademarks and copyrights for client brands.

CLIENTS INCLUDE: Schwartz-Olcott Imports, Oops Wines, Barking Sheep Wines, “it” Wines, SOUD Vodka, After Dark Films, Shriek fest, Atkins, Upstate Ford Dealers Association, Victoria Varga Jewelry, Oster Style, ShangriLa Furniture, Owens & Kim, LLC (DNC training), Trade Navigator, MoguleWorx

BRAND SENSE PARTNERS Los Angeles, CA

Creative Director / Director, Creative Services | 05/2005 – 01/2009

Creative direction in support of a brand extension and licensing consultancy.

Responsibilities

Creative Direction: Responsible for brand extension strategy and development, product design (used as product inspiration for potential licensees of our managed

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brands), and creation of all presentations, brand packaging, style guides, logos and new identity systems. Projects include product design and inspiration, retail display renderings, presentation design, identity design & systems, collateral for both Brand Sense and our clients, market research, internet design, print management, product development, branding strategy, photography, pre-press and online distribution of brand assets.

- Responsible for interpreting market and demographic research into easily understood, original infographics and original branding that support an array of licensing programs.
- Proposed and created secure, self-serve brand asset sites which reduced the immense number of CDs needing to be burned and shipped to licensees.
- Created first-class presentations.
- Created original logos/branding for licensing programs we developed for our clients.
- Produced photo-realistic product mock-ups in support of licensing program pitches.
- Developed and produced numerous brand guidelines for many of the licensing programs we managed.
- Designed and produced all collateral for tradeshow appearances.

CLIENTS INCLUDE: Marriott, Cat Cora, Jo Frost, MGM, Chuck Norris, Halle Berry, Sheryl Crow, EA Games, Thermos, Britney Spears, Dodge, Hamilton Beach/Proctor Silex, American Museum of Natural History

HARP ADVERTISING & INTERACTIVE Oakbrook Terrace, IL

Creative Director | 10/2002 – 05/2005

Boutique agency managing a roster of local and national clients ... both B2C and B2B.

Responsibilities

Creative Direction: Responsible for design and copy of all agency work. Lead client presentations, brand building sessions and managed (AE) about half of all projects from start to finish. Projects ranged from direct mail, to web site redesigns and builds, to presentation materials and collateral. About half of all work was for the internet (web sites, emails, SEO, and user interface design).

- Created and produced direct mail campaigns, including coordination of the mailing services and targeted address purchasing.
- Designed and produced many websites and email campaigns for our client roster.
- Designed and produced all ads and collateral including all copywriting.
- Catalog development including photo scene sketches, photography supervision, and retouching.
- Managed staff of up to 6 as well as several outside vendors and freelancers.

CLIENTS INCLUDE: illy caffe, Bekins Tradeshow, Cimco Telecommunications, Blyth Home Scents (Colonial at HOME), AllMetal Corporation, Mpower Group, Bekins, CapturePoint Payment Solutions

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CHARRON, SCHWARTZ & PARTNERS New York, NY

Senior Art Director & Production Manager | 05/1998 – 10/2002

Small ad agency that handled large accounts (ABCNews, Austin-Nichols, Martex, Russ Berrie, plus many others) very well.

Responsibilities

Art Direction: Design of collateral pieces and art for print, outdoor and internet advertising, as well as VNRs.

Internet Designer: Design, layout and production of new web sites and associated graphics. **Sites included:** pernod-us.com, Go4Less.com, 1France.com, Luxury4Less.com and videosourcenews.com

- Ad Design
- Production Management
- Project Costing
- Vendor Management
- Hi-End Photo Retouching and Editing
- Scripting and Production of VNRs and Commercials.

CLIENTS INCLUDE: ABC News, WestPoint Stevens (Martex), Austin Nichols, Imperial Home Decor Group, Russ Berrie, Doral Hotels & Resorts, Meristar, www.Go4Less.com, www.1France.com, www.Luxury4Less.com

SAINT BONAVENTURE UNIVERSITY

Majored in Physics. Transferred to SUNY Buffalo after a year to pursue Architecture. 37 credits completed and a 3.75/4.00 GPA

SUNY @ Buffalo BA

Majored in Architecture as well as Theater Design, and Commercial Design
Co-founded campus weekly magazine (Generation) and was responsible for all layout, ad design, and pre-press. 119 credits and a 3.28/4.00 GPA

SANTA MONICA COLLEGE

I started taking psychology courses to supplement my advertising & branding work. Social Psychology and Environmental Psychology are among the courses. I now have 39 credits and a 3.85/4.00 GPA

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SKILLS

PROFESSIONAL SKILLS

- Hands-on Creative Direction
- Client Account Management
- Branding: Strategy, Development, Repositioning, and Management
- Identity Development, Creation, and Deployment (Logos, Systems, and Style Guides)
- Traditional Advertising: Design & Copywriting
- New Business Marketing Strategies and Support
- Packaging: Food, Health Supplements, Wine & Spirits and Cosmeceuticals
- FDA and Conventional Label Requirements
- Copywriting (advertising, brochure, editorial, technical)
- Printing and Pre-Press Production
- Professional Photography
- Hi-End Photo Retouching: color matching, multi-layer editing/compositing)
- Vendor Sourcing and Price Negotiations
- Social Networking & Marketing
- Banner ads (static or animated, Gif or Flash)
- HTML Emails (Constant Contact, MailChimp)
- Professional Presentations and Infographics - Designing, Producing, Presenting
- Catalogs, Sell Sheets, and Flyers
- Detailed Business Forms
- Media Kits
- Websites - Specializing in WordPress responsive
- Mobile App Design and Wire-framing
- Tradeshow Graphics
- Outdoor Media (OOH)

CORE DIGITAL SKILLS

- Adobe Creative Cloud
- InDesign (can also teach)
- Illustrator (can also teach)
- Photoshop (can also teach)
- Dreamweaver (can also teach)
- Fresco (can also teach)
- Movavi Video Composition and Editing
- Microsoft Office Suite

Many others . . .