

# ELIZABETH SCOTT

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[www.enicholsdesign.com](http://www.enicholsdesign.com)

## PROFESSIONAL EXPERIENCE

### **Owner/Designer**, ENICHOLSDESIGN LLC, September 2006–Present

- > Work with clients from conception to completion of desired projects
- > Direct and design integrated marketing and brand campaigns for clients on local and national levels
- > Experience in graphic arts, marketing, branding, web design, print design, mobile design, typography, UI/UX and programming
- > Clients include: Accion, Pursuit Lending, Media Source, Inc., *Publishers Weekly*, ExcelHelp.com, Capira Technologies LLC, Emmes Realty, GoGoMeds, SRS Real Estate, Westchester Publishing Services, Womens Business Development Center, NPS Media Group, Anderson Kenney Architecture

### **Team Lead/Designer**, Dan Lok Education, Inc., November 2020–Present

- > Create and execute visual concepts for print and digital materials
- > Collaborate with marketing, content, and development teams to ensure design consistency across all channels
- > Create responsive website layouts for sales funnels and webinar landing pages
- > Manage and mentor junior designers, providing guidance and feedback on design techniques and project management
- > Enhanced client satisfaction by exceeding expectations and ensuring timely delivery of design assets

### **Creative Director**, *Podcast Magazine*, October 2019–December 2023

- > Managed the design process from concept to launch for the monthly publication in both digital and print formats (in less than 100 days)
- > Established creative standards and managed a team of freelance designers to execute high quality designs
- > Designed covers, features and all editorial highlight sections
- > Responsible for all phases of magazine production including print and digital distribution

### **Senior Graphic Designer**, Newmark Grubb Knight Frank, New York, NY, November 2012–July 2013

- > Developed and implemented marketing and brand strategies to reinforce the firm's corporate initiatives
- > Managed the design and coordination of the firm's largest annual corporate trade show presence at 2400 square feet, including large graphic design and video production
- > Responsible for marketing collateral, brochure content and ad slogan development
- > Supported landlord and brokerage professionals with sales and marketing collateral (print and web)

### **Senior Marketing Designer**, Media Source Inc, New York, NY, March 2007–November 2012

- > Designed and managed in-house marketing initiatives (print and web)
- > Designed and managed external promotions and supporting materials for marketing events
- > Handled yearly marketing design budget upwards of \$80,000
- > Saw sponsor-driven events and tradeshow through 6-month conception and design processes
- > Provided visual support for editorial and sales teams (print and web)

## SKILLS & QUALIFICATIONS

- > Adobe Creative Suite (Photoshop, Illustrator, InDesign, QuarkXpress), Dreamweaver, Flash, ImageReady, and Acrobat
- > Proficient with Microsoft Office (Word, Excel, PowerPoint), and WordPerfect
- > Experience with CSS/HTML language
- > Knowledge of pre-press techniques
- > Proficient on MAC and PC platform
- > Knowledge of design and layout techniques essential for successful advertisements
- > Demonstrated research and organizational skills necessary for product market design

## EDUCATION

- > **Hofstra University**  
BA in Graphic Design, May 2006
- > **GPA: 3.918, Dean's List:** Six Semesters
- > Continual in-classroom and online education web design best practices

**Online portfolio** can be seen at [enicholsdesign.com](http://enicholsdesign.com)

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