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With a diverse background in design, retail, hospitality, and education markets, I craft compelling brand experiences that captivate audiences and drive business growth. By blending design, strategy, innovation, and storytelling, I lead teams, shape brand identities, and develop high-impact campaigns that drive engagement. Whether refining brand narratives, building digital experiences, or leveraging AI-driven tools, I bring a future-focused approach to creative leadership.

E X P E R I E N C E

LIZ SCOTT DESIGN(S)

PRINCIPAL | CREATIVE DIRECTOR 2021–PRESENT

- **CREATIVE LEAD:** Leads a team of four creatives in branding, marketing, and design, developing impactful campaigns that drive interaction and revenue.
- **BRAND STRATEGIST:** Directs brand positioning and narrative development to create compelling visual identities, strengthen brand connection, and expand market presence.
- **DIGITAL INNOVATOR:** Utilizes AI-driven tools to enhance social media content creation, automate workflows, and improve audience targeting, enabling greater content output.
- **BUSINESS CONSULTANT:** Guides business strategies, advising clients on wholesale, retail expansion, and competitive market positioning, fostering long-term sustainability.
- **PROJECT MANAGER:** Oversees project lifecycles, ensuring seamless execution, clear communication, and timely delivery while streamlining workflows and budget management to optimize resources and enhance operational efficiency.

THE LEARNING AGENDA

SENIOR MARKETING AND DESIGN CONSULTANT 2021–PRESENT

- **DESIGN DIRECTOR:** Directs design strategy and execution for a team of 20+ consultants, managing multimillion-dollar education clients and delivering strategic print, web, and marketing solutions.
- **PROJECT MANAGER:** Oversees large-scale creative projects from concept to completion, ensuring alignment with client objectives, on-time delivery, and budget adherence while enhancing processes across internal teams and external partners.
- **DIGITAL STRATEGIST:** Led a website optimization initiative that resulted in a 10,000% increase in website traffic, significantly improving client visibility and engagement.

DON DRUMM STUDIOS & GALLERY

MARKETING DIRECTOR | ART DIRECTOR | GRAPHIC DESIGNER | DESIGN INTERN 1999–2021

- **CREATIVE DIRECTOR:** Led creative direction and marketing strategies, managing a team of five to drive substantial revenue growth and digital reach.
- **E-COMMERCE STRATEGIST:** Developed the company's first e-commerce platform and spearheaded its expansion, increasing web sales by 207% in 2020 and 140% in 2021.
- **SOCIAL MEDIA LEAD:** Expanded social media presence by 200%, introducing innovative campaigns—including flash sales—that drove a 356% revenue boost while coordinating efforts across marketing and design teams.
- **CAMPAIGN MANAGER:** Spearheaded integrated campaigns in collaboration with PR, sales, and product teams to strengthen brand visibility and customer connections.

"If Akron could clone anyone, LeBron James comes to mind first. Then, perhaps, is Liz Remmel (now Scott)." – Mike Rasor, Akron Beacon Journal, May 18, 2006

LOVELY SOMETHINGS

OWNER | CREATIVE DIRECTOR 2009–2020 (STOREFRONT 2014–2019)

- **BRAND LEADER:** Guided a team of seven in building an award-winning stationery boutique, leading marketing and design strategies and trend-driven merchandising that fueled 34–60% sales growth.
- **CREATIVE DESIGNER:** Directed creative projects, including product development and nationally recognized wedding paper designs, while enhancing customer experience through events.
- **PROJECT DESIGNER:** Managed collateral for 50+ weddings annually, overseeing timelines, budgets, and client/vendor relationships to ensure seamless execution. Pivoted to develop a subscription box program during the pandemic, boosting retention, driving revenue growth, and bringing joy!

IMMIX STUDIO

PRESIDENT | CREATIVE DIRECTOR 2004–2020

- **MULTI-BRAND CREATIVE:** Organized and managed multi-location teams and freelancers, driving creative excellence across graphic design, marketing initiatives, and multi-channel branding for 70+ clients while developing print and digital assets to enhance brand visibility and customer engagement.

E D U C A T I O N

KENT STATE UNIVERSITY KENT, OHIO School of Visual Communication Design

BACHELOR OF ARTS VISUAL COMMUNICATION DESIGN MINOR MARKETING

OHIO UNIVERSITY ATHENS, OHIO Scripps College of Communication PHOTOJOURNALISM

S K I L L S

Creative Direction Art Direction, Graphic Design, Brand Design, Advertising, Packaging, Photography, Print Design, Product Design, Social Media Design, Typography, Web Design

Marketing Direction Brand Development, Copywriting, Digital Marketing, Direct Mail Marketing, E-Commerce, Email Marketing, Marketing Strategy, Social Media Marketing

Project Management Operations Direction, Account Management, Business Development, Competitive Analysis, Market Research, Process Improvement, Resource Development, Strategic Partnerships

Technology Adobe Creative Suite, Asana, Canva, Figma, Hootsuite, Jira, OpenAI, SharePoint, WordPress

N O T A B L E S

Hudson County (NJ) Arts in Education Program

Peer Review Panelist 2025

Greeting Card Association's Louie Awards

Judge 2021

CG&FS's Growing Up Akron Fundraiser

Honorary Chair 2016

Child Guidance & Family Solutions

Trustee 2009–2014

Summit Artspace

Advisory Committee 2005–2012

Akron Area's Woman of the Year Awards

Woman to Watch 2006

references available upon request