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Visionary Project Manager | Strategic Leader
Creative Problem-Solver

With a diverse background in design, retail, hospitality, and education markets, I am a dynamic project manager with a knack for turning ideas into impactful, results-driven initiatives. A creative innovator with an eye for detail, skilled at optimizing workflows and leading cross-functional teams to deliver high-value projects on time and within budget. I am passionate about fostering collaboration, leveraging technology for scalability, and translating business objectives into strategic success stories.

E X P E R I E N C E

LIZ SCOTT DESIGN(S)

PRINCIPAL | CREATIVE DIRECTOR | PROJECT MANAGER 2021–PRESENT

- **PROJECT LEAD:** Oversees full project lifecycles, from concept to execution, ensuring alignment with business objectives, clear communication, and timely delivery.
- **TEAM DIRECTOR:** Directs cross-functional teams of designers, marketers, and strategists to execute branding, marketing, and business growth initiatives.
- **PROCESS OPTIMIZER:** Utilizes AI-driven tools to automate workflows, increase efficiency, and enhance content production by streamlining repetitive tasks, enabling data-driven decision-making, and improving overall engagement across platforms.
- **OPERATIONS MANAGER:** Optimizes project workflows, budget management, and resource allocation to maximize operational efficiency and deliverables.

THE LEARNING AGENDA

SENIOR CONSULTANT | PROJECT MANAGER 2021–PRESENT

- **PROGRAM MANAGER:** Manages large-scale projects for multimillion-dollar national education clients, ensuring seamless execution across print, digital, and web marketing strategies.
- **STAKEHOLDER COORDINATOR:** Collaborates with a team of 20+ consultants, aligning efforts between stakeholders, vendors, and internal teams to meet tight deadlines and budgets.
- **EFFICIENCY STRATEGIST:** Spearheads process improvements, enhancing internal operations and boosting efficiency across project management workflows.

DON DRUMM STUDIOS & GALLERY

MARKETING DIRECTOR | ART DIRECTOR | PROJECT MANAGER 1999–2021

- **PROJECT EXECUTOR:** Led end-to-end project execution for marketing initiatives, web development, and branding strategies that drove significant revenue growth.
- **DIGITAL LEAD:** Developed and launched the company's first e-commerce platform, driving a 207% increase in web sales in 2020 and 140% in 2021.
- **TEAM LEADER:** Managed a team of five, fostering a collaborative work environment while implementing strategic project roadmaps to meet business goals.
- **CROSS-FUNCTIONAL MANAGER:** Directed coordination between sales, PR, and design teams to develop and execute integrated marketing campaigns, ensuring brand consistency, maximizing outreach, and driving measurable engagement.

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LIZ SCOTT
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"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 | PROJECT MANAGER 2009–2020 (STOREFRONT 2014–2019)

- **MULTI-PROJECT MANAGER:** Managed multiple high-value projects, overseeing marketing campaigns, product development, event planning, and strategic brand positioning.
- **TEAM SUPERVISOR:** Led a team of seven, ensuring seamless project execution, customer engagement, and annual sales growth of 34–60%.
- **INNOVATION LEAD:** Developed and launched a subscription box program, increasing recurring revenue and customer retention by expanding product offerings, enhancing engagement, and streamlining fulfillment.

IMMIX STUDIO

PRESIDENT | CREATIVE DIRECTOR 2004–2020

- **PROJECT COORDINATOR:** Managed project scopes, timelines, and budgets to ensure seamless execution and client satisfaction while implementing new processes to streamline operations.
- **CLIENT SOLUTIONS LEAD:** Led branding and design projects for 70+ clients, coordinating teams of freelancers, designers, and marketers to deliver high-quality solutions.

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

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

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

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

Technology Adobe Creative Suite, Asana, Figma, Jira, OpenAI, Salesforce, SharePoint, Trello, WordPress

N O T A B L E S

Hudson County (NJ) Arts in Education Program

Peer Review Panelist 2025

CG&FS's Growing Up Akron Fundraiser

Honorary Chair 2016

Child Guidance & Family Solutions

Trustee 2009–2014

Akron Area's Woman of the Year Awards

Woman to Watch 2006

references available upon request