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With a diverse background in design, retail, hospitality, and education markets, I am a results-driven sales and marketing leader with a proven track record in business development, account management, and revenue growth across diverse industries. Adept at building client relationships, expanding market presence, and driving sales through strategic partnerships and innovative solutions. I thrive in fast-paced, competitive environments, leveraging data-driven insights and creative storytelling to enhance engagement and maximize profitability.

## E X P E R I E N C E

### LIZ SCOTT DESIGN(S)

*PRINCIPAL | SALES STRATEGIST | CREATIVE DIRECTOR 2021–PRESENT*

- **SALES LEAD:** Oversees client relationships, revenue-driving activities, and uncovers key market expansion opportunities.
- **MARKETER:** Develops and implements sales-driven marketing strategies, boosting audience interaction, customer retention, and improving campaign performance using data analysis.
- **BUSINESS DEVELOPER:** Identifies new business opportunities, expanding the client base through targeted outreach, strategic partnerships, and strong relationship-building.
- **TECH ADOPTER:** Utilizes AI-driven tools to enhance lead generation, optimize workflows, improve customer acquisition, and streamline operations.
- **RETAIL CONSULTANT:** Consults on wholesale and retail expansion, offering insights on pricing, market positioning, competitive analysis, and product diversification to drive sales.

### THE LEARNING AGENDA

*SENIOR CONSULTANT 2021–PRESENT*

- **ACCOUNT MANAGER:** Manages high-profile client accounts, developing tailored solutions that strengthen brand visibility and client relationships.
- **GROWTH STRATEGIST:** Supports business development efforts, by identifying opportunities, strengthening client relationships, and improving outreach strategies through targeted initiatives.
- **TEAM CONNECTOR:** Drives cross-functional collaboration between sales, design, and content teams to optimize client success and streamline communication.
- **DATA EXPERT:** Developed and implemented data-driven sales strategies, increasing website traffic by 10,000% and improving conversion rates.

### DON DRUMM STUDIOS & GALLERY

*MARKETING DIRECTOR | SALES 1999–2021*

- **REVENUE DRIVER:** Increased online sales by 207% in 2020 and 140% in 2021 by launching new e-commerce initiatives and strategic promotions.
- **BRAND BUILDER:** Drove 200% social media growth through targeted campaigns and audience interaction, and implementing first-ever flash sales, that led to a 356% revenue boost and higher customer acquisition.
- **CLIENT PARTNER:** Managed key client relationships, developing personalized marketing and sales campaigns to drive customer engagement and increase conversions.

*"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 | SALES & CREATIVE DIRECTOR 2009–2020 (STOREFRONT 2014–2019)

- **ENTREPRENEUR:** Built an award-winning retail brand, increasing annual sales by 34–60% through strategic marketing and trend-driven merchandising.
- **VENDOR PARTNER:** Developed high-value partnerships with national vendors, strengthening supplier relationships, expanding product assortments, and boosting wholesale and exclusive offerings.
- **SALES MANAGER:** Managed all aspects of sales operations, including customer acquisition, account management, and financial oversight.

## **AKRON CANDLE COMPANY**

SALES MANAGER | MARKETING DIRECTOR 2004–2020

- **B2B LEADER:** Led wholesale and B2B sales efforts, managing 70+ client accounts, developing targeted campaigns, and expanding market reach through networking and relationship-building.
- **MARKETING HEAD:** Managed sales initiatives and marketing strategies, driving revenue growth and strengthening brand presence in competitive markets.
- **CONTENT CREATOR:** Created print and digital marketing assets that increased brand visibility, strengthened customer engagement, and fostered long-term loyalty.

## 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

**Sales & Business Development** B2B & B2C Sales, Account Management, Client Relationship Management, Competitive Market Analysis, Lead Generation, Negotiation, Revenue Growth

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

**Project & Operations Management** Budget Oversight, Cross-Department Coordination, Market Research, Process Improvement, Strategic Partnerships, Workflow Optimization

**Technology** Adobe Creative Suite, AI-Powered Sales Tools, Microsoft Office Suite, Salesforce, 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*