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With a diverse background spanning design, retail, hospitality, and education markets, I bring expertise in creative strategy, marketing, branding, and business development. I specialize in developing and executing high-impact marketing campaigns, leading creative direction, and crafting compelling brand narratives that drive engagement and growth. A proven leader, I thrive in fast-paced environments, excelling in team direction and delivering measurable results across digital and traditional channels.

E X P E R I E N C E

LIZ SCOTT DESIGN(S)

PRINCIPAL | CREATIVE DIRECTOR 2021–PRESENT

- **LEADER:** Leads a team of four creatives, overseeing branding, marketing strategies, and design assets.
- **CREATIVE MEDIA EXPERT:** Directs brand positioning and narrative development to create compelling visual identities, strengthen engagement, and expand market presence.
- **INNOVATOR:** Utilizes AI-driven tools to enhance social media content creation, automate workflows, and boost interaction efficiency, enabling greater content output and strategic audience targeting.
- **BUSINESS DEVELOPER:** Drives business growth by advising clients on wholesale and retail strategies, as well as competitive market positioning, fostering long-term sustainability.
- **PROJECT MANAGER:** Oversees project lifecycles, ensuring seamless execution, clear communication, and timely delivery while streamlining workflows and managing budgets to optimize resources and ensure projects always stay on budget.

THE LEARNING AGENDA

SENIOR MARKETING AND DESIGN CONSULTANT 2021–PRESENT

- **DIRECTOR:** Directs design strategy and implementation for a team of 20+ consultants, managing multimillion-dollar education clients and delivering strategic print, web, and marketing solutions.
- **MANAGER:** Orchestrates large-scale projects from concept to completion, ensuring alignment with client objectives, on-time delivery, and budget adherence, while improving processes across internal teams and external partners.
- **DEVELOPER:** Creates and implements high-impact digital strategies, driving a 10,000% increase in website traffic and significantly enhancing client visibility and engagement.

DON DRUMM STUDIOS & GALLERY

MARKETING DIRECTOR | ART DIRECTOR | SALES 1999–2021

- **LEADER:** Led creative direction and marketing strategies, managing a team of five to drive significant revenue growth and online engagement.
- **ORIGINATOR:** Developed the company's first e-commerce platform and spearheaded its expansion through cross-functional collaboration, increasing web sales by 207% in 2020 and 140% in 2021.
- **CREATOR:** Drove social media growth (+200%) and implemented the brand's first flash sales, driving a 356% revenue boost while coordinating efforts across marketing and design teams.
- **PARTNER:** Collaborated with PR, sales, and product teams to execute integrated campaigns that strengthened brand presence and customer interaction.

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

LOVELY SOMETHINGS

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

- **LEADER:** Guided a team of seven in building an award-winning stationery boutique, driving annual sales growth of 34–60% through curated product selection, strategic marketing, and trend-driven displays.
- **GENERATOR:** Directed creative projects, including product development and nationally recognized wedding paper designs, while enhancing customer experience through events and workshops.
- **MANAGER:** Designed and produced custom paper goods for 50+ weddings annually while managing timelines, budgets, and client/vendor coordination to ensure seamless execution.
- **STRATEGIST:** Pivoted during the pandemic to develop a successful subscription box program, boosting customer retention, recurring revenue, and bringing joy!

IMMIX STUDIO

PRESIDENT | CREATIVE DIRECTOR 2004–2020

- **FOUNDER:** Organized and managed multi-location teams and freelancers, driving creative excellence across graphic design, marketing initiatives, and multi-channel branding for a roster of 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

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

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, Jira, OpenAI, Salesforce, 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