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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 Remmel (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

**Indigo Design Awards** (International)  
Winner. Branding for Food 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*