LIZ SCOTT

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Marketing executive and entrepreneur with a background in brand strategy, integrated marketing, and communications. Combines strategic thinking, creative problem-solving, and business acumen to build brands, uncover opportunities, and turn ambitious ideas into lasting impact.

EXPERIENCE

THE CENTERS

VICE PRESIDENT, MARKETING AND COMMUNICATIONS 2/26–PRESENT | MARKETING DIRECTOR 6/25–2/26

- **Enterprise Marketing Strategy & Executive Leadership**: Leads enterprise-wide marketing and communications for a $100M nonprofit operating across four distinct lines of business, nearly 50 programs, and 11 sites spanning healthcare, early learning, workforce development, and youth residential services. Partners with the executive team to align brand positioning, audience strategy, service-line growth, and organizational communications with long-term strategic objectives, including an aggressive growth and M&A agenda.
- **Organizational Growth, Brand & Reputation**: Directs integrated marketing, communications, media relations, and reputation management across a complex, multi-service organization. Advises executive leadership on strategic messaging, organizational change, emerging issues, and stakeholder engagement to strengthen public trust, deepen donor relationships, support fundraising and organizational priorities, and maintain a consistent brand across diverse audiences and services.
- **Enterprise Initiatives & Integrated Campaigns**: Led end-to-end marketing and communications for the launch of the $36 million Glick Recovery Campus, a 24/7 walk-in behavioral health crisis center, overseeing brand strategy, website development, collateral, signage and wayfinding, media relations, social media, video, recruitment, and stakeholder communications. Directed the ribbon-cutting event's brand experience and execution, delivering 500+ projects during the June-to-September opening sprint.
- **Digital Strategy, Audience Engagement & Development**: Leads digital strategy, social media, multimedia storytelling, paid and organic campaigns, recruitment marketing, and fundraising communications. Delivered integrated campaigns across all four lines of business, including a redesigned website homepage and a new web-based Impact Report.
- **Department Building, Operational Infrastructure & Team Leadership**: Expanded Marketing & Communications from a two-person department to seven internal staff, while strengthening agency and vendor capabilities. Built scalable workflows and project accountability through Jira, established brand standards and shared resources, and launched an internal e-commerce site to improve consistency and efficiency across the organization.

LIZ SCOTT DESIGN(S)

PRINCIPAL | MARKETING DIRECTOR 6/21–2026

- **Founder & Executive Advisor**: Founded and led a multidisciplinary consultancy providing brand, marketing, and communications leadership for startups, small businesses, consumer brands, and established institutions.
- **Strategic Positioning & Growth Leadership**: Partnered with organizations and business owners to define audience strategies, strengthen market positioning, develop messaging frameworks, and identify opportunities for digital engagement and market expansion that built brand relevance and drove business growth.
- **Enterprise Campaign & Brand Development**: Led multi-channel brand and campaign initiatives spanning digital, print, and experiential platforms, aligning creative execution with strategic objectives and measurable outcomes.

- **Digital Strategy & Performance Optimization**: Guided clients in website strategy, content architecture, and marketing automation to improve user experience, audience targeting, and engagement.
- **Operations & Scalable Systems**: Oversaw complex projects, budgets, and cross-functional teams, implementing disciplined processes that enabled efficient execution and sustainable impact.

THE LEARNING AGENDA

SENIOR MARKETING & DESIGN CONSULTANT 4/21–6/25

- **Enterprise Communications & Experience Strategy**: Led integrated design, communications, and digital experience strategy for large-scale, multi-stakeholder initiatives, directing cross-functional teams of 20+ consultants to deliver coordinated print, web, and marketing solutions for multimillion-dollar engagements.
- **Executive Stakeholder Alignment**: Served as senior advisor on complex engagements, shaping clear messaging and communication frameworks that aligned diverse audiences, supported strategic priorities, and guided decision-making across internal and external partners.
- **Digital Performance Transformation**: Led a comprehensive website optimization initiative grounded in UX/CX best practices, redesigning information architecture and user journeys to improve clarity, usability, and engagement while increasing traffic by more than 100 times.

DON DRUMM STUDIOS & GALLERY

MARKETING DIRECTOR 6/20–3/21 | ART DIRECTOR 1/14–6/20 | GRAPHIC DESIGNER 1/03–12/13 | INTERN 8/02–12/02

- **Regional Brand & Audience Growth Leadership**: Directed long-term marketing and brand strategy for one of Akron's most recognized cultural institutions, strengthening regional visibility and audience loyalty across retail, e-commerce, and experiential platforms.
- **Digital Transformation & Revenue Expansion**: Launched and scaled the organization's first e-commerce platform in response to shifting consumer behavior, increasing online sales 207% in 2020 and 140% in Q1 2021 while integrating digital and in-person purchasing journeys.
- **Integrated Campaign Strategy**: Led multi-channel campaigns across social, digital, print, and in-gallery experiences, expanding audience reach by 200% and driving a 356% revenue increase through data-informed promotions and strategic engagement initiatives.

LOVELY SOMETHINGS

OWNER | CREATIVE DIRECTOR 7/09–12/20 (STOREFRONT 10/14–12/19)

Founded and scaled a retail brand from concept to sustained growth, leading merchandising, marketing, experience design, team management, and financial operations. Created a distinctive, customer-centered retail environment and community events that strengthened brand recognition and loyalty while driving annual revenue growth of 34–60%.

IMMIX STUDIO

FOUNDER & PRESIDENT | MARKETING DIRECTOR 1/04–12/20

Led a marketing agency serving 70+ organizations, overseeing multi-channel brand strategy, client partnerships, budgets, and distributed teams delivering integrated marketing solutions across industries.

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

"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

SKILLS

Enterprise Marketing & Growth Strategy: Enterprise Marketing Strategy, Brand Positioning, Go-to-Market Strategy, Audience Segmentation, Market Research & Insights, Campaign Planning, Market Development, Workforce Recruitment Marketing, Donor & Stakeholder Engagement, Executive Communications, Reputation Management, Change Communications

Digital & Customer Experience: Digital Strategy, Content Strategy, Website & Digital Experience Strategy, UX/CX Optimization, Email Marketing, Social Media Strategy, Marketing Automation, SEO & Search Strategy, Performance Analytics

Leadership & Operations: Executive & Cross-Functional Leadership, Team Development, Department Scaling, Strategic Planning, Project & Program Management, Resource Planning, Budget Oversight, Process & Workflow Optimization, Agency & Vendor Management, Performance Management

Brand Strategy & Creative Direction: Brand Strategy, Creative Direction, Visual Identity Systems, Art Direction, Product Development, Integrated Campaign Development, Messaging Architecture, Content & Creative Oversight, Brand Experience, Retail & Experiential Marketing, Event Strategy & Production, Visual Merchandising, Brand Standards Governance

Platforms & Tools: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro, Acrobat), Microsoft Office, Figma, Canva, Jira, Asana, Trello, Slack, WordPress, Hootsuite, SocialPilot, Cloud Campaign, Mailchimp, Constant Contact, OpenAI, Copilot, Claude

NOTABLES

Indigo Design Awards (International)
Winner: Branding 2025

Hudson County (NJ) Arts in Education Program
Peer Review Panelist 2025

Conservancy for Cuyahoga Valley National Park
Event Committee 2012-2014

Akron Garden Club
Various Committees & Chairs 2007–2023

Greeting Card Association's Louie Awards
National Judge 2021

CG&FS' Growing Up Akron
Event Chair 2010-2013, Honorary Chair 2016

Child Guidance & Family Solutions
Trustee 2009–2014

Summit Artspace
Advisory Committee 2005–2012