

LIZ EVERTS

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Summary

I am a self-guided, hands-on, project-based leader, who thrives solving problems. My experience spans across graphic design, marketing, advertising, corporate communications and eCommerce in a variety of industries and agency settings. I am looking for a challenging role that will utilize my creative and design management skills.

Education

Clemson University, Clemson, SC (1988)

BA English Literature;
Minor: Communications/
Advertising

Skills Summary

Management

Over three years leading in-house creative services team

Art Direction, Graphic Design and Production

Over 15 years of senior level experience in retail packaging, digital marketing, catalogs, corporate collateral, brochures, POP materials, newsletters and manuals

Computer Software

- Adobe Design Suite (InDesign, Photoshop, Illustrator, Acrobat)
- Microsoft Office (Word, Powerpoint, Excel)
- WordPress

Additional Skills

Excellent communicator, project manager, writer and proofreader

eCommerce experience including WooCommerce and Shopify

Experience

Major Design & Project Management Accomplishments

- Managed a creative services team in design and migration of new cart/online store
- Project managed email marketing platform migrations (Exact Target to MailChimp; MailChimp to Klaviyo)
- Lead designer and project manager for a complete corporate rebrand
- Designed and launched a corporate private label packaging program (over 75 SKUs)

City of Westminster, Westminster, CO (2021–present)

One of two graphic designers for the City of Westminster responsible for a wide variety of print and digital-based communication materials. Manage a large volume of projects simultaneously to meet brand standards and consistency across all city departments, including Human Resources, Public Works & Utilities, Parks, Recreation & Libraries, Cultural Affairs, Public Safety, Community and Economic Development. Find creative solutions to design challenges for internal and external audiences. Projects include design and production of multi-page publications (*Westy Connection* and the city's Activity Guide), advertising and promotion (banners, flyers and posters), direct mail, brochures, bill inserts, signage, event support, talent acquisition, infographics and more. Coordinate print buying and mail services.

SlimGenics, Arvada, CO (2010–2021)

Manager of Creative Services (2016–2021)

Lead the development and execution of overall creative strategy—including marketing, advertising, training, corporate communications and eCommerce—for consumer weight loss company. Creative Services was responsible for all print, digital, email, social media, video production, corporate collateral and websites for brick & mortar and online channels, as well as training and support materials for operations. Partnered with executive staff to connect long-term objectives with creative brand strategies. Provided leadership, mentoring and support to creative services team by assigning projects and ensuring deadlines were met. Negotiated print bids and contracts. Oversaw literature fulfillment and versioning. Managed all packaging label/display design and revisions, as well as organization's GS1 (barcode) account. Partnered with manufacturers to ensure all regulatory requirements were met.

Design Project Manager (2011–2016)

Lead designer and project manager for complete rebrand of print collateral for company's updated weight loss program. Coordinated a team of content experts, copywriters, designers, photographers. Developed Online Program for out-of-market customers, converting print program materials into interactive ebook and automated email series with video and handout support. Project manager and designer on the creation of a 150-page SlimGenics STEP in the Kitchen Cookbook.

Graphic Designer (2010–2011)

Managed design, production and launch of SlimGenics private label display packaging program for company's line of high-protein snacks. Art directed all photography. Worked closely with manufacturers and print vendors to ensure regulatory requirements were met. Additional design projects included user guides, direct mail, email marketing and other promotional materials.

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Xcel Energy, Denver, CO

Graphic Designer (Full-Time Contract Position) (2006–2007; 2008–2010)

Graphic design for leading power utility. Reinforced company's design and brand standards. Negotiated print bids and contracts. Effectively managed project plans and timelines to meet deadlines. Built trust and effective partnerships with a large team of copywriters and brand managers for business units across three major regions. Projects included design and production of direct mail, brochures, newsletters, bill inserts, trade show materials and POP.

Sopris West Educational Services, Longmont, CO

Marketing Graphic Designer (2007–2008)

Graphic design and production for educational publisher. Projects included design and production of catalogs, brochures and ads.

O'Brien Advertising, Denver, CO

Studio Manager (2004–2006)

Graphic production and design in high-pressure advertising agency. Managed workflow through studio personnel to meet deadlines. Managed ad rotation to ensure files were technically correct and on-time. Extensive communication with magazine/newspaper reps and their production teams. Established efficient processes to streamline traffic through the studio, including spec books, style sheets and image libraries.

Developed proposals and presentation materials for new business. Projects included print ads, outdoor, direct mail, brochures, digital ads, presentation materials, trade show graphics and business collateral.

The Hain Celestial Group, Boulder, CO

Senior Graphic Project Manager/Production Artist
(2003–2004; Freelanced 2000–2001)

Project management and graphic production for one of the largest manufacturers of natural and specialty foods in North America, which included over 28 brands, such as Celestial Seasonings, Terra Chips, WestSoy, Westbrae Natural, Arrowhead Mills and Earth's Best Baby Food. Negotiated print bids and contracts. Established project schedules and production budgets. Managed a variety of outside vendors including free-lancers, pre-press/film separators and printer to meet project time lines. Attended press checks. Projects included retail packaging, POP, print ads, coupons, IRCs, brochures, tent cards, sell sheets and displays.

Sterling-Rice Group, Boulder, CO

Production Artist (2001–2003)

High-quality graphic production in advertising agency. Prepared files for pre-press and printing. Managed multiple client ad rotations to ensure files were technically correct and on-time. Extensive work on creating mood boards for focus groups and product testing. Projects included packaging, print ads, marketing collateral and brochures.

Other Companies

Career Track, Boulder, CO

Production Artist

Marks & Morgan Jewelers, Augusta, GA

Graphic Artist

Dolch Computer Systems, Fremont, CA

Technical Writer/Manager
of Creative Services

**Free-lance Clients
(1999–2001)**

Sopris West Educational

Wild Oats Markets

Cellport Systems

Frontline Technology Group

The Geological Society
of America

Celestial Seasonings/
The Hain Celestial Group

Kingsbury Communications

Micro House International

Museum Store Association