



lisa-gillis.com
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Passionate and collaborative creative leader experienced building brands, supporting sales organizations, and developing teams to deliver innovative and breakthrough marketing solutions quickly & efficiently

SOFTWARE

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere, Sketch, Figma, Google Workspace, PowerPoint, Salesforce, Hubspot, Squarespace, Wordpress, Mailchimp, Wix, HTML and CSS

PROJECTS

Brand identity, websites, landing pages, sales collateral, project management, social media presence, video creation, & direction, event production, creative marketing strategy

EDUCATION

The Art Institute of Pittsburgh
Pittsburgh, PA | 10.99 - 03.03
Bachelor of Science, Graphic Design

EXPERIENCE

CREATIVE DIRECTOR

PebblePost | 10/21 - 6/24 | New York, NY | Advertising Technology

- Owned the brand refresh, including brand guidelines, creative asset libraries, and templates. Plus the corporate website, where the average time spent on the page increased by 20% after the brand relaunch
- Developed and designed revenue-generating sales content in the form of sales collateral, RFPs, pitch decks, and custom ABM programs for Fortune 500 brands such as Gap, Hilton, and Levi's, resulting in exceeding our revenue goal by 30% in 2023
- Partnered with Product and Engineering to create a consistent brand experience across our customer-facing platform, to drive product retention and adoption
- Managed the creative process from concept to completion, ensuring visual communication, and brand standards were met on all projects, including web design, UI/UX, product design, video production, email campaigns, social media, events, paid media, marketing collateral, etc.
- Translated marketing objectives into clear creative strategies that aligned with company goals
- Evaluated, and managed the budget of all freelancers, and design tools

CREATIVE DIRECTOR

Tremor Video | 02/13 - 10/17 | New York, NY | Advertising Technology

- Led creative team responsible for branding, sales collateral, presentations, event branding, direct marketing, videos, and campaigns
- Established, and reinforced brand guidelines
- Led global rebrand for company spinoff in 2017 (TLRA)
- Developed talent/team, and managed all freelancers/agencies
- Managed intake, and workflow for all marketing initiatives

ASSOCIATE ART DIRECTOR

ParentGuide News | 11/06 - 3/12 | New York, NY | Multi-issue Monthly Paper

- Editorial layout, advertisement production, paginate, and flight check
- Produced sales print collateral

MARKETING/PRODUCTION DESIGNER

Recycler Classifieds | 08/05 - 09/06 | Los Angeles, CA | Multi-issue Weekly Paper

- Armed the sales, and management team with collateral
- Create advertisements for clients

DESIGNER

Senator John Heinz History Center | 04/04 - 06/05 | Pittsburgh, PA
History Museum affiliated with the Smithsonian

- Guided the creative team in designing exhibits, identities, and signage
- Managed budget, and aggressive deadlines

GRAPHIC DESIGNER

Stetson Convention Services | 07/03 - 04/04 | Pittsburgh, PA | Service Contractors

- Customized signage, and booth display
- Sales collateral

FREELANCE DESIGNER

11/17 - 10/21

Criteo | Advertising Tech Company

Wise Collective | Full-Service Marketing Firm

Mavis Discount Tire | National Auto Service & Tire Chain

Houlihan Lawrence | Real Estate Agency

Lineage Project | Nonprofit Teaching Mindfulness To Youth

Cortica | AI Technology Company

Sadie Nash | Nonprofit Leadership Project

Outbrain | Advertising Tech Company

- Brand refresh: logo, templates Website, UX, and UI design
- Marketing collateral, Presentations, pitch decks, social media: video, and motion graphics
- Email marketing campaigns: with assets and template kits
- 360 campaign, from concept through execution