

elizabeth BOND

project management
MARKETING & CREATIVE

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skills & expertise

- Account management for cross-media integrative campaigns and creative projects including but not limited to brand positioning, logo design, print, online, and outdoor advertising, corporate collateral, trade show creative, website and mobile app design and development.
- Managing client and vendor relationships for projects in various industries including healthcare, biotechnology, education, government, and nonprofit.
- Effectively planning a project's scope, timeline, and budget.
- New business development, networking, and responding to government RFPs.
- Coordinating integrative brand management strategies for social media, search marketing, and public relations campaigns.
- Managing and implementing social media, marketing, and creative strategies.
- Experienced in web page design, development, and HTML or CMS maintenance.
- Skilled in brand identity design, corporate collateral, image manipulation, various printing processes, and variable printing and design.
- Proficient with Macintosh and PC platforms in Adobe Creative Suite, XMPie, Salesforce, Constant Contact, Basecamp and Microsoft Office.

work experience

Account Executive, 451 Marketing, Boston, MA August 2011-Present

As the account executive for the creative team within 451 Marketing my focus includes interfacing with clients and vendors, defining project scope and deliverables, managing schedules and budgets, organizing tasks and strategies, campaign brainstorming, and conducting monthly financial reporting. I also participate in business development for the creative team and 451 Marketing as a whole.

Social Media Intern, 451 Marketing, Boston, MA May-July 2011

Provided assistance in the management of social media and marketing campaigns for several clients, while increasing my knowledge of digital campaigns through the support of 451 Marketing.

Web Design Intern, nGage Design Group, Carrboro, NC May-July 2010

Designed websites and logos for various clients while assisting in search engine optimization, monitoring Google Analytics, and training in web site maintenance.

Marketing and Design Intern, Copyright Promotions Licensing Group (CPLG), London, UK May-July 2009

Assisted the marketing and sales departments by creating designs for companies like Dreamworks, Cookie Jar, and Universal to promote their brands in Benelux, Germany, Spain, Portugal, Italy, France, and the United Kingdom. Managed and maintained the CPLG website and other online media outlets.

Gap, Sales Associate, Cambridge, MA, Blowing Rock, NC June 2008-July 2011

Participated in an increase in business growth and sales, while developing visually stimulating promotions and working efficiently with a team.

educational background

Emerson College, Boston, MA

Master of Arts, Integrative Marketing Communications

Cumulative GPA: 3.97/4.0

Graduation: August 2012

Named Renaissance Marketer of 2012 by Emerson College faculty

Appalachian State University, Boone, NC

Bachelor of Science, Graphic Arts and Imaging Technology, Minor in Business

Cumulative GPA: 3.88/4.0

Graduation: August 2010

Summa Cum Laude