



## Let's Build Your Brand Together.

A disciple of simplicity and a nerd for great copy and design.

Print - Packaging - Merchandising - Catalogs - Branding - Digital Media - Websites - More

For over 20 years, I've been helping clients of all shapes and sizes create beautiful and usable things. Having started my career in traditional marketing and PR, I learned how to design for the web and to code websites early on through professional experience and freelance work. I've had the opportunity to learn and collaborate with the best.

Over the years, I've broadened my experience working with my own clients. I love having the opportunity to learn about what my clients are passionate about, and to help them visualize what they'd like to portray to their audiences.

From non-profits to large corporations, and tiny start-ups to venture capital, diversity is what makes my job amazing. Not only are my clients diverse, but their projects are, as well. My background includes corporate, agency and freelance graphic design experience. I have worked on marketing, advertising, product launch, public relations and image campaigns for a host of great clients.

As an independent designer I can take on projects of all kinds, which allows me to tap into all of the experience I've accrued through the years. I design ads, brochures, menus, business cards, catalogs, stationery suites and more.

Highlights of my skills include:

- Print and Digital Graphic Design
- Website Design
- Packaging Design
- Brand Creation and Extension
- Layout and Typography Design
- Pre-Press and Printing Processes
- Color Rendering and Correction
- Incredible attention to detail

I am backed by proficiencies in Adobe Creative Suite, HTML and a range of other design and business software, along with years of experience delivering quality work on tight deadlines.

I enjoy collaborating with clients, creative teams and production professionals to deliver design solutions propelling foot traffic, web traffic, social media engagement, customer satisfaction and brand recognition.

Thank you for taking the time to read my attached resume. You can see a summarized version on LinkedIn and visit my portfolio at [lgdesignlab.com](http://lgdesignlab.com) to see examples of my work. If you wish to talk more, please contact me at [lisa\\_glass1825@outlook.com](mailto:lisa_glass1825@outlook.com) or by telephone at 716.783.5262.

I look forward to talking with you to discuss how I may be of service to your organization.

Sincerely,



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Fresh Ideas for Your Marketing at [lgdesignlab.com](http://lgdesignlab.com)  
Phone: 716-783-5262 | Email: [lisa\\_glass1825@outlook.com](mailto:lisa_glass1825@outlook.com)  
LinkedIn: [linkedin.com/in/lisamglass](https://www.linkedin.com/in/lisamglass)

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## HIGHLIGHTS

- **Design** – Knowledge of design techniques, tools, and principles; Adobe Creative Suite user.
- **Writing** – Ability to communicate effectively in writing as appropriate for the needs of the audience; ability to communicate information and ideas in writing so others will understand.
- **Communications and Media** – Knowledge of media production, communication, and dissemination techniques and methods including alternative ways to inform and entertain via written, oral, and visual media.
- **Sales and Marketing** – Knowledge of principles and methods for promoting, and selling products or services including marketing strategy and tactics and sales techniques.
- **Customer Interaction** – Ability to confer with clients to determine needs, provide marketing or technical advice, and provide software deliverables (print or digital).
- Independent, flexible multi-tasker with extreme attention to detail.
- Flair for creativity and design.

## RELEVANT EXPERIENCE AND QUALIFICATIONS

LG DESIGN LAB - BUFFALO, NY: 2000 TO PRESENT

**MARKETING AND GRAPHIC DESIGN CONSULTANT**

VALPAK DIRECT MARKETING SYSTEMS, INC: MARCH 2014- PRESENT

**FREELANCE MARKETING CONSULTANT, GRAPHIC DESIGNER**

Graphic design, layout / prepress production of graphic files for direct mail print pieces.

- Design and create printed and electronic communication and advertising for clients
- Collaborate with client on marketing and branding concepts and execute deliverables

HEBELER CORPORATION: OCTOBER 2002 - MAY 2013

*Document Control Manager/Technical Writer*

Directed Document Control efforts for locations in New York and Ontario.

- Managed web design, development and maintenance activities and performed testing and quality assurance of web sites and web applications.
- Design, layout and copy for technical papers.
- Implemented electronic document processing, retrieval, and distribution systems in collaboration with other information technology specialists.

WILLIAMSVILLE SCHOOL DISTRICT COMMUNITY EDUCATION: 2000-2002 SCHOOL YEARS

**Course Instructor**

Desktop Publishing: Developed curriculum and planned lessons for continuing education course focused on teaching small business owners the elements of designing effective collateral pieces from their own PCs.

WILLIAMSVILLE / N. TONAWANDA SCHOOLS COMMUNITY EDUCATION: 2000-2002 SCHOOL YEARS

**Course Instructor**

Introduction to HTML/Advanced HTML: Developed curriculum and planned lessons for continuing education course in HTML/web design. Hands on class instruction that resulted in the creation of a web site custom built by each student by course end.

XCEL COMMUNICATIONS CORPORATION USA: 1997 - 2001

**DIRECTOR OF MARKETING AND DESIGN**

Executed the advertising and marketing programs, directed public and media relations, designed and produced corporate collateral (web sites, press releases and kits, brochures, data sheets and



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promotional pieces), special event coordination and investor relations and coordinated promotional activities and trade shows, working with developers to market products or services.

COMMON GROUNDS INTERNET CAFÉ: 1995-1997

**MARKETING COORDINATOR AND CONSULTANT**

Developed and implemented campaign strategies, trafficked projects from concept through production, executed the advertising and marketing programs with various agencies, directed public and media relations and event coordination. Maintained media contacts, generated press coverage, provided media training, hosted workshops and seminars and managed special events.

ADDITIONAL ASSOCIATIONS AND CLIENTS

Marketing and design consultation including Terry Tools, The American Filling Station and Elizabeth's Gourmet. Design of corporate web sites and collateral for Web Technologies, National Bowling Outlet, Safetec of America, Heritage Concepts, Polner Peterson Max, Tomco Conversions, Uncle Bob's Self Storage, Supreme Painting and Wallpapering, WNY Coupons, City Tropics, Viacom, Balvac and Progressive Media. Course instruction and marketing consultation for The Center for Professional Development. Technical training for MexImports and Buffalo Plastics. Technical writing consultation for companies including Hebel Corporation, Integral Solutions, Imaging Solutions, AE Blueprinting and SR Instruments. Pro bono design and marketing consultation for the Ghostlight Theatre and Tonawandas' Bowling Association. Previous creator/owner of MyTonawandas.com.

SOFTWARE PROFICIENCIES

Windows platforms; Adobe Creative Suite (with focus on Photoshop, In Design, Acrobat); Microsoft Office Suite (including Word, Excel, Access, PowerPoint); and various other software packages.

SUMMARY

Over the past several years I have had the opportunity to work with and help further the advancement of many talented staffs and companies. I strive to maintain a growing level of proficiencies in all aspects of design, marketing and small business innovation.