



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.

Whether working with non-profits, tiny start-ups or large corporations, 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 to see examples of my work. If you wish to talk more, please contact me at 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,



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



Lisa Glass
1051 Remington Drive
North Tonawanda NY 14120

HIGHLIGHTS

- **Design** – Knowledge of design and typography tools and principles; Adobe Creative Suite user.
- **Media**– Knowledge of media production, communication, and dissemination techniques and methods including traditional as well as relevant social media channels.
- **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).
- **Writing** – Ability to communicate effectively in writing as appropriate for the audience; ability to communicate information and ideas in writing so others will understand and act accordingly.
- **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: 2013/14- 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: 2000 -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 / N. TONAWANDA SCHOOLS COMMUNITY EDUCATION

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.

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: 1995 - 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 promotional pieces), special event coordination and investor relations and coordinated promotional activities and trade shows, working with developers to market products or services.

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