



Lisa Heinze

lisa@creativeblonde.com | portfolio: www.creativeblonde.com

20 years of experience in print and digital design, website management, content creation, proofreading, and development of marketing materials that effectively enhance brand identity

Technical Experience

Photoshop, Illustrator, InDesign, After Effects, WordPress, Dreamweaver, HTML, Microsoft Office, Google Analytics, Doubleclick, Triton, Aptivada, email marketing, social media, hardware & software troubleshooting, print production

Work Experience

Digital Content Manager, iHeartMedia | September 2014 - Present

- Create and manage content, graphics, pages and ads for six radio station websites and weekly e-newsletters, working with all departments and management to ensure online presence reflects station priorities
- Manage all station social media sites, posting articles daily to increase engagement and garner unique visitors
- Analyze site statistics daily and coach staff on proper usage of digital and social platforms to increase their reach
- Design logos and print projects, including posters, ads, vehicle wraps, t-shirts, and event materials
- Create monthly animated newsletter used by sales department to acquire new business and inform existing clients

Freelance: CreativeBlonde Design & Marketing (www.creativeblonde.com) | June 2005 - Present

- Create promotional collateral, logos, infographics, billboards, websites and more for clients including H.O.P.E. (Humanitarian Operations Protecting Elephants), Scripps, Porch Light Property Management and many more

Senior Graphic Designer, ManpowerGroup | July 2014 - September 2014

- Created ads, infographics, flyers, banners, calendars, billboards, postcards, web graphics, Powerpoint presentations, and more for use at the corporate office and in the field offices

Webmaster/Graphic Designer, Milwaukee Radio Alliance (FM 102/1, B93.3 FM, 1290 AM) | June 2011 - July 2014

- Created and managed all content, graphics and ads for three radio station websites
- Managed social media pages, created email blasts, and trafficked streaming audio ads
- Produced reports of user activity on websites, streaming audio and social sites using Google Analytics
- Designed all print projects, including sales & marketing materials, billboards, posters, t-shirts, ads, banners, vehicle wraps and tradeshow materials, and maintained relationships with vendors to coordinate product printing
- Designed station and event logos

E-Commerce Coordinator/Designer, Frontier Airlines | October 2010 - June 2011

- Wrote requirements documents for implementation of e-commerce initiatives and site improvements
- Conducted usability testing, coordinated market research, monitored user issues, and analyzed site statistics
- Designed website, email and kiosk graphics, as well as various marketing & promotional materials

Graphics & Marketing Project Administrator, Riley Construction | June 2010 - October 2010

- Designed proposal templates, advertising and collateral, including brochures, newsletters and sales sheets
- Maintained company website and developed new electronic initiatives
- Photographed company construction projects

Marketing Assistant, Kapur & Associates Engineers | July 2009 - May 2010

- Redeveloped, designed and managed kapurengineers.com
- Created proposal booklets, presentations, direct mail pieces, and all other company promotional print items

Web Designer, Herzing University | June 2008 - July 2009

- Conceptualized and created landing pages, websites, email campaigns, banner ads, minisites & digital booklets

Graphic Designer/Web Coordinator, Journal Broadcast Group/TODAY'S TMJ4 | December 2004 - May 2008

- Created on-air graphics and 2D & 3D broadcast animations
- Designed and maintained TV and radio station websites
- Designed radio, TV and corporate branding and promotional collateral (e.g. stationery, sales materials, ads, posters)
- Managed all print projects from RFP to delivery (including print buying, paper selection, proof approval)

Academic Experience

Marquette University, 1997-2001, Magna Cum Laude: 3.7 GPA

BA, Communication Studies and BA, Psychology

Milwaukee Area Technical College, continuing education courses in interactive design and 2D and 3D animation