



Lisa Heinze

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Seasoned and successful creative professional with over 13 years of print and interactive design, communications and marketing experience. Adept at developing materials that effectively enhance brand identity. Demonstrated track record of delivering projects on-time and under budget. Proven hands-on leader with high-level analytic, evaluative and technical skills.

Work Experience

E-Commerce Coordinator/Designer, Frontier Airlines | 10/10 - Present

Low fare airlines providing service to over 50 cities in 3 counties.

- Design website & kiosk graphics, as well as various marketing & promotional materials
- Write requirements documents for implementation of e-commerce initiatives and site fixes
- Analyze site statistics and diagnose issues with Tealeaf and Google Analytics
- Conduct usability testing and coordinate market research

Freelance: CreativeBlonde Design | 6/05 - Present *(5 years, 9 months)*

Complete branding and design solutions for national and local clients - www.creativeblonde.com

- Design promotional collateral, logos, branding pieces, billboards, displays, websites and more for clients including radio & TV stations, churches, lighting/set design companies, musical groups, and inspection companies, among others

Graphics & Marketing Project Administrator, Riley Construction | 6/10 - 10/10 *(5 months)*

Construction company with offices in Kenosha, Milwaukee and Lake Bluff.

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

Marketing Assistant, Kapur & Associates | 7/09 - 5/10 *(11 months)*

Consulting engineering firm providing services to municipal, transportation, environmental and construction markets.

- Created and proofread proposal booklets, presentations and all firm promotional pieces, such as direct mail cards and emails, vehicle decals and sales sheets, ensuring consistent branding across all materials
- Redeveloped, designed and managed firm website kapurengineers.com

Web Designer, Herzing University | 6/08 - 7/09 *(1 year, 1 month)*

Career university with an online branch and ground campuses across the U.S. and Canada.

- Conceptualized and created landing pages, email campaigns, banner ads, minisites & digital booklets
- Redesigned herzing.edu and herzingonline.edu
- Used analytics software to examine email effectiveness, prepare reports and increase user conversion rates

Graphic Designer/Web Coordinator, Journal Broadcast Group/TODAY'S TMJ4 | 12/04 - 5/08 *(3 years, 5 months)*

Broadcast company operating television & radio stations (including TMJ4) in markets across the country.

- Designed radio, TV and corporate branding and promotional collateral (e.g. stationery, sales proposals and sell sheets, ads, brochures, posters, displays) as well as on-air animations
- Conceptualized and produced annual TMJ4 Weather Calendar and supporting sales campaign
- Managed all print projects from RFP to delivery (including print buying, paper selection, proof approval)
- Designed and maintained websites for TMJ4, 620 WTMJ, WKTI, The Morning Blend, sports radio networks and JBG Corporate; created supporting promotional, community event and contesting pages, banner ads and minisites
- Investigated technical problems in coordination with IT and vendors
- Held company-wide content management system and streaming media training sessions

Design Coordinator, NovoPrint USA | 1/03 - 12/04 *(2 years)*

Publisher of business profiles and community guides for local and regional government agencies across the nation.

- Reinforced branding and marketing strategies for clients through effective publication and large-format map design
- Managed staff of three and mentored them in creative techniques and problem-solving methods

Advertising Proofreader, Kohl's | 7/01 - 1/03 *(1 year, 6 months)*

One of the nation's fastest-growing retailers with more than 1,000 stores.

- Ensured ads presented correct offers, grammatical accuracy, appropriate format and copy/page layout clarity

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

Interactive Design, Principles of 3D Animation, Introduction to 2D Animation

Technical Experience

Photoshop, Illustrator, InDesign, Dreamweaver, After Effects; QuarkXpress; Microsoft Office; Tealeaf; Google Analytics; content management systems; email marketing systems; social media networks (Facebook, Twitter, YouTube, blogs)