

# Lisa Reisman

Graphic Design  
1106 Virginia Ave NE  
United States

View the full portfolio at <http://www.thecreativefinder.com/lisarose66>

## Professional Experience and Curriculum Vitae

### Objective

To contribute over 15 years of creative marketing, graphics and advertising experience to an innovative and creative company.

### Qualifications

- Distinct skills in art direction, graphics and visual presentation.
- Experience in business writing and communication skills.
- Proven ability as an organizer, leader and team player.
- Advanced database and spreadsheet skills.

### Relevant Employment & Experience

1990 – Present: Self-Employed Marketing/Graphic Design Firm, Atlanta, GA

- Concept, create, and produce advertising campaigns.
- Design and layout collateral packages.
- Write and design business proposals.

March 2008 – September 2008: Web Support/Graphic Design, ATL Scooters & Motorcycles, Atlanta, GA

- Contribute to design, structure and development of new web site.
- Designed logo and collateral packages.
- Managing on-line store.

February 2006 - November 2007: Art Director, Mad Dog Mail, Douglasville, GA

- Created and produced persuasion mail for political campaigns.
- Department supervisor including employees, traffic and campaign continuity.
- Pre-press file preparation and printer communication.

2000 – 2001: Marketing Director/Ad Production, Music Midtown Festival 2001, Atlanta, GA

- Created and executed media marketing plan.
- Oversaw ad creation, posters and other collateral production.
- Managed advertising budgets.

1998 – 2000: Assistant Conference Manager/Ad Production, Atlantis Music Conference, Atlanta, GA

- Assisted in all stages and aspects of event management.
- Created and produced advertising and solicitation packages.
- General office management.

1997 – 1999: WNNX/99X, Intern, Direct Marketing, Event Promotions and On-Air, Atlanta, GA

- Involved in all stages of event production.
- Conceptualized and created materials for Freeloader programs.
- Coordinated direct marketing programs with sales department.

1994 – 1995: Graphic Design, Marketing Department, The Atlanta Journal-Constitution, Atlanta, GA

- Created in-house advertisements and collateral.
- Produced sponsor recruitment press kits.
- Provided production support when needed.

### Education

Emory Continuing Education, Web Design and Development Certification, Atlanta, GA

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