LISA COLLINS

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SOFT SKILLS:

I am comfortable working remotely in the digital space, I can easily adapt to new software/digital products and am able to provide written or verbal direction to others

Strong Communication Skills

Creative Thinking

Problem Solving

Data Analysis

Detail-Oriented

Entrepreneurship

Eager to Innovate

Aware of Current Design Trends

Multitasking

File Organization, Archiving

Customer Service

Handling multiple clients or projects at once

Time Management

Able to switch gears to meet tight deadlines

6+ years of experience working with both University and Corporate Licensing and Branding Standards

FREELANCE WORK HISTORY:

2019 – Present **The Palmer Group** **Branding Consultant, Visual Designer**

Streamline and implement existing branding across digital and print media; establish a design system for consistency in logo, fonts, colors, and imagery.

Update and maintain the company website using Squarespace.

Develop media for training sessions, including handouts, worksheets, and presentation templates in Microsoft PowerPoint and Google Slides.

Account setup, curriculum creation, content management on Teachable.com online classroom to support in-person training.

Edit and optimize Zoom videos for use in professional development training.

2017 – Present **Tioga Pipe, Inc.** **Digital Marketer, Graphic Designer**

Create and schedule marketing emails, managing and updating contact lists as required.

Motion graphics and image editing for digital marketing.

Branding and collateral design, including layout design of technical charts and industry whitepapers.

2012 – Present **Janine Driver** **Graphic Designer**

Develop logos and branding styles for Janine Driver and her companies, including The Body Language Institute and Driver on Demand.

Create layout and graphics for live and digital training sessions, including workbooks, brochures, and slides.

Edit copy for grammar, spelling, consistency, and clarity.

2010 – Present **The Barash Group** **Graphic & Web Designer, Digital Consultant**

Graphic Designer

Edit and create mockups of company logos and/or graphics on promotional products, adhere to brand licensing requirements.

Receive and apply feedback from clients or licensing agents.

Review and approve promotional product proofs for production.

Work with and guide non-designer colleagues to create or locate usable art files for production.

Recreate low-resolution raster logo files in scalable vector format.

Pantone (PMS) color matching for printing projects.

Image manipulation & optimization.

Create catalogs and order forms for fundraisers, company gear, or to promote new product offerings.

Design business cards, promotional mailers, t-shirts, posters, and press kits for a variety of businesses and universities.

Develop presentation decks for pitches and fundraising.

Create logos and comprehensive brand identities.

Create images, write copy, and schedule marketing emails.

Create still and motion graphics for digital advertising on websites, Facebook, Instagram, and Google Ads.

Edit together raw footage from multiple sources into branded social media and fundraising clips.

Edit clips from longer videos for use on websites and social media.

TECHNICAL SKILLS:

Adobe Creative Suite
Illustrator
Photoshop
InDesign
Acrobat Pro
Dreamweaver
AfterEffects
Premiere Pro
Media Encoder

Figma

Microsoft Office
Word
PowerPoint
Excel

Google Workspace
Gmail
Drive
Calendar
Maps
Ads
Search Console
My Business

Email Marketing
Constant Contact
Mailchimp
Mad Mimi

HTML, CSS

Search Engine Optimization

Content Management Systems
Wordpress
Squarespace
Joomla

WYSIWYG Wordpress editors
Divi
Elementor

Social Media
Facebook
Instagram
YouTube

Video Conference/Chat Services
Zoom
Microsoft Teams
Google Meet
Discord

FREELANCE WORK HISTORY:

Web Designer
Responsive HTML website design, coding, and maintenance: barashgroup.com
Website maintenance: brightlightdesigncenter.com

Digital Consultant & Management
Review and advise regarding web-service options like auto-scheduler services, sponsored posts, and paid advertising on social media; social media account consultation and setup.
Digital image consulting and brand management for Bright Light Design Center, Elaine Boswell Tennis for Teal, and The Barash Group.
Social media manager for agency client, Bright Light Design Center.
Video & image content creation for agency client, Bright Light Design Center.
Setup and management of paid ad campaigns on Facebook, Instagram and Google Ads; planning schedule to optimize campaign spend and reach.

2022 **Jill Ripkin, LLC** **Web Designer**
Responsive website redesign & content updates: ripkininteractivetherapy.com

2016 – 2021 **The Richardson Group** **Visual Designer**
Design of logo suite for The Richardson Group and two divisions:
The Richardson Group Pediatrics and Richardson Practice Transitions.
Logo rework for ASL seminar.
Brand development for Odyssey annual training event (2016 – 2018).
Motion graphic conception and creation for email marketing and video.
Design of workbooks and event collateral for training seminars.
Providing technical guidance for Adobe Creative Suite via phone.

2008 – 2012 **Opterna/AM** **Graphic Designer**
Create logo and branding for the company merger of Opterna and AM Communications.
Implement branding across a variety of marketing materials: Annual Reports, Catalogs, Order Matrices, Advertisements, and Email Graphics.

2010 **Jill Ripkin, LLC** **Branding & Web Designer**
Develop logo & branding styles to reflect Jill's unique approach to therapy.
Website design and coding: ripkininteractivetherapy.com

EDUCATION HISTORY:

Liberty University *Lynchburg, VA* **Bachelor of Science**
Interdisciplinary Studies degree with cognates in Fine Art, Communication, and Business.
Graduated March 2015 | GPA: 3.42
Activities and societies: Student Art Show, Honors Program, Dean's List, Alpha Lambda Delta National Academic Honors Society for Freshmen.