

HELLO THERE.

If I may be so **bold**, I think we may be a good match. Tons of experience with major brands in big insurance, finance, and healthcare. **Multiple wins** in revenue creation and creative excellence.



I am pleased to offer a well-rounded background across all aspects of creative. From **brand development standards (visual identity systems, tone, voice, photography, typography)**, to corporate communications and **direct response**, I am energized by consumer knowledge, and helping inform the overall customer journey, from ideation to conversion.

I have managed or worked alongside marketing teams of various sizes, encompassing resources such as graphic and web designers, UI/UX designers, copywriters, SEO specialists, videographers, animators, and more. I excel at presenting and sales, engaging with both internal stakeholders and external clients.

References and curated samples available upon request. Let's chat and see if we are a good match. Thanks for your time!

A handwritten signature in black ink, appearing to be 'Liz Battaglia'.

LIZ BATTAGLIA

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Elizabeth Battaglia Resumé | www.lizbattaglia.com

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SUMMARY

I'm a designer. A problem-solver. A brand builder.

I thrive at the intersection of high-quality design, creative execution, and efficiency. I can create a concept and bring it to life across multiple formats—branding, digital, print, social, and UI/UX. I'm passionate about creating visually compelling, performance-driven work that not only looks great but also delivers results.

- Seasoned Creative, Art Director and Branding Specialist with 20+ years in the industry
- Proven success in managing high-volume, deadline-driven design projects
- Experience managing cross-functional teams and ensuring brand consistency

EXPERIENCE

LB DESIGN GROUP; *Lambertville, NJ*

Creative Director & Designer

December 2023 – Present

I don't just offer solutions; I forge transformative partnerships that drive meaningful results. From crafting compelling brand narratives to executing targeted digital campaigns, I am here to help you reach your marketing goals and elevate your brand to new heights.

- **Brand Development:** From naming to logos and visual identity systems, to brand guidelines, voice and tone, sample creative, package design and more.
- **Brand Strategy:** Compelling brand stories and strategies to captivate your audience.
- **Creative Design:** Eye-catching visuals and graphics that resonate with your brand.
- **Digital Marketing:** Breakthrough digital campaigns designed to drive results.
- **Web Design & Development:** Captivating design tailored your audience.

EXL, *New York, NY*

Creative Director & Designer

August 2015 – December 2023

HIGHLIGHTS:

- In this role's infancy, my fresh creative efforts saved our biggest client, with billings of \$53 million a year. See "testimonials" section of my website.
- Developed creative for all print and digital creative - both copy and design - for direct mail with millions of recipients and over \$140 million in billings.
- Proposed and created a new sub-brand for an existing client. Creating brand guidelines and basic business strategy brought in over 100k.
- I was given a "Rising Star" award for excellence in design, dedication, and attention to the business bottom line.

(CONTINUED)

EXL, New York, NY

Creative Director & Designer (CONTINUED)

DAILY:

- Integrate proven direct marketing techniques and data-driven insights into campaigns on behalf of Fortune 500 and 100 clientele, including the biggest names in insurance and financial services
 - Design deliverables for all direct-response campaigns, managing, copywriters and web developers
 - Design powerful visuals, in direct mail and digital (banners / Goggle / socials / SEM/SEO)
 - Accountable for \$140M in billings comprised of both print and digital advertising
-

The Laurel Group | Senior Art Director February 2014 - August 2015 | Hamilton, NJ

- Created exceptional print, web, display and packaging design for top brands under the Johnson & Johnson banner (Listerine, Aveeno, Neutrogena, Band-Aid, Zyrtec, Rogaine etc.). POP, and FSO for highly-regarded brands in the personal goods and pharmaceutical sectors
 - Refreshed websites, digital marketing campaigns, and print collaterals for clients with brand fatigue
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F&W Professional Services | Marketing Director August 2012 - February 2014 | Hamilton, NJ

- Created all deliverables for 9 hospital-affiliated health centers such as Princeton Fitness & Wellness, and HackensackUMC Fitness & Wellness Powered by the New York Giants
 - Facilitated marketing and corporate communications to inform sales team for nine mergers with outside facilities and partnerships with NFL
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EARLY CAREER

AFC Fitness | Marketing Director / Designer July 2007 - July 2012 | Bala Cynwyd, PA

Amazon Café | Marketing Director January 2005 - July 2006 | Newtown, PA

Newtown Athletic Inc. | Marketing Manager January 2002 - July 2005 | Newtown, PA

VOLUNTEER WORK

- **SPLASH Classroom** hands-on lessons to teach kids environmental science (Designer, Educator)
- **Visit New Hope & Greater Lambertville Chambers of Commerce** (Board, Designer)
- **Cherry Hill Regional Chamber of Commerce** (Marketing Chair)
- **New Hope Celebrates** to expand the visibility, rights, and pride of the LBGTQA+ community (Events)
- **Fisherman's Mark** to provide services, resources, and food to the underserved population (Events)

SKILLS/TOOLS

Creative Direction • Art Direction • Graphic Design • Copywriting • Web Design • Package Design • Omnichannel Marketing • Branding • Brand Development • Logos • Visual Identity Systems • Presenting • Digital Marketing • Social Media Marketing • Copywriting • Performance Marketing • Stakeholder Relations • Adobe Creative Suite • iOS, Windows • Figma • Canva • ChatGPT • Microsoft Office • HTML • CSS • Marketing Strategy

EDUCATION

- Ithaca College, Roy. H. Park School of Communications
- Class of 2002, Cum Laude
- Major: Advertising & Public Relations
- Minors: Creative Writing, Graphic Design, Vocal Performance (Opera)
- Internships: NBC Los Angeles, Communiqué Design – Print Advertising

REFERENCES

Kevin McKenna, President & CEO, Ignitist Relationship: EXL, Employer
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Vincent Hamilton, Copywriter, EXL, Direct-Response
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Colleen Bruemmer, VP, Research & Insights, Relationship: EXL, Colleague
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Peter Casey, Franchise Broker, Freelance Client, Community Co-Volunteer
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Linda Mitchell, Director of Marketing & Public Relations, Newtown Athletic Club, Former Supervisor
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Call me Liz.

Liz Battaglia | CREATIVE

ART DIRECTOR
GRAPHIC DESIGNER
BRAND DEVELOPER



AMICA INSURANCE OMNICHANNEL CAMPAIGN



Amica

BRIDAL SHOWER INVITATION



Congratulations to



Stop & Shop

On Your 100th Anniversary



FROM THE *Johnson & Johnson* FAMILY OF COMPANIES

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You've worked hard to earn your nice things — including your vehicle.

And because you're a preferred driver, (First Name), you've also earned the exclusive offer for auto insurance from Amica. Amica specializes in protecting vehicles like yours with unbeatable coverage. Here are a few reasons to watch:

- **We're a value triple threat.** Amica offers high-quality coverage, affordable pricing, and superior customer service — for an overall better value.
- **People who switch save.** 1 out of 10 drivers who switched to Amica reported saving \$100 or more.*
- **We've got discounts.** Our money-saving discounts include multi-vehicle and multi-policy if you also have Amica homeowners' or auto insurance.
- **Unparalleled service.** Amica offers award-winning customer service and the personal attention you deserve.

Make sure you're getting the best value from your auto insurance.

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Did you know? Amica offers select drivers like you our top-of-the-line coverage with our **Platinum Choice Auto®** package, including:

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- Liability Fraud Monitoring
- Prorated Rental Coverage

Preferred drivers in [City] may also qualify for money-saving discounts* and save:

- Up to 15% when you insure more than one vehicle
- Up to 15% when you qualify for your auto and home insurance
- Up to 10% with our good student discount
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You can count on Amica, 24/7

We've built our business by providing consistent, high-quality service and maintaining strong financial stability. **Amica is rated A++ (Superior)** for financial security — the highest rating for financial strength and claims-paying ability. You'll always talk to a live Amica employee and can depend on our prompt, personal attention whether you have a claim or just a question about your policy.

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Your home, your savings, and all your other assets you've worked so hard to build, are vulnerable to loss from liability lawsuits. Amica's umbrella coverage gives you extra security, starting as low as a dollar a day for \$1 million of personal liability to protect your assets from lawsuits that could arise from an everyday situation such as:

- Having a teenage driver
- Vendors or visitors getting injured on your property
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- Online activity and identity theft

To learn what coverages will help protect your assets, call 800-000-0000 or visit MyAmica.com.



Sample, you've been pre-selected for this exclusive offer from Amica.

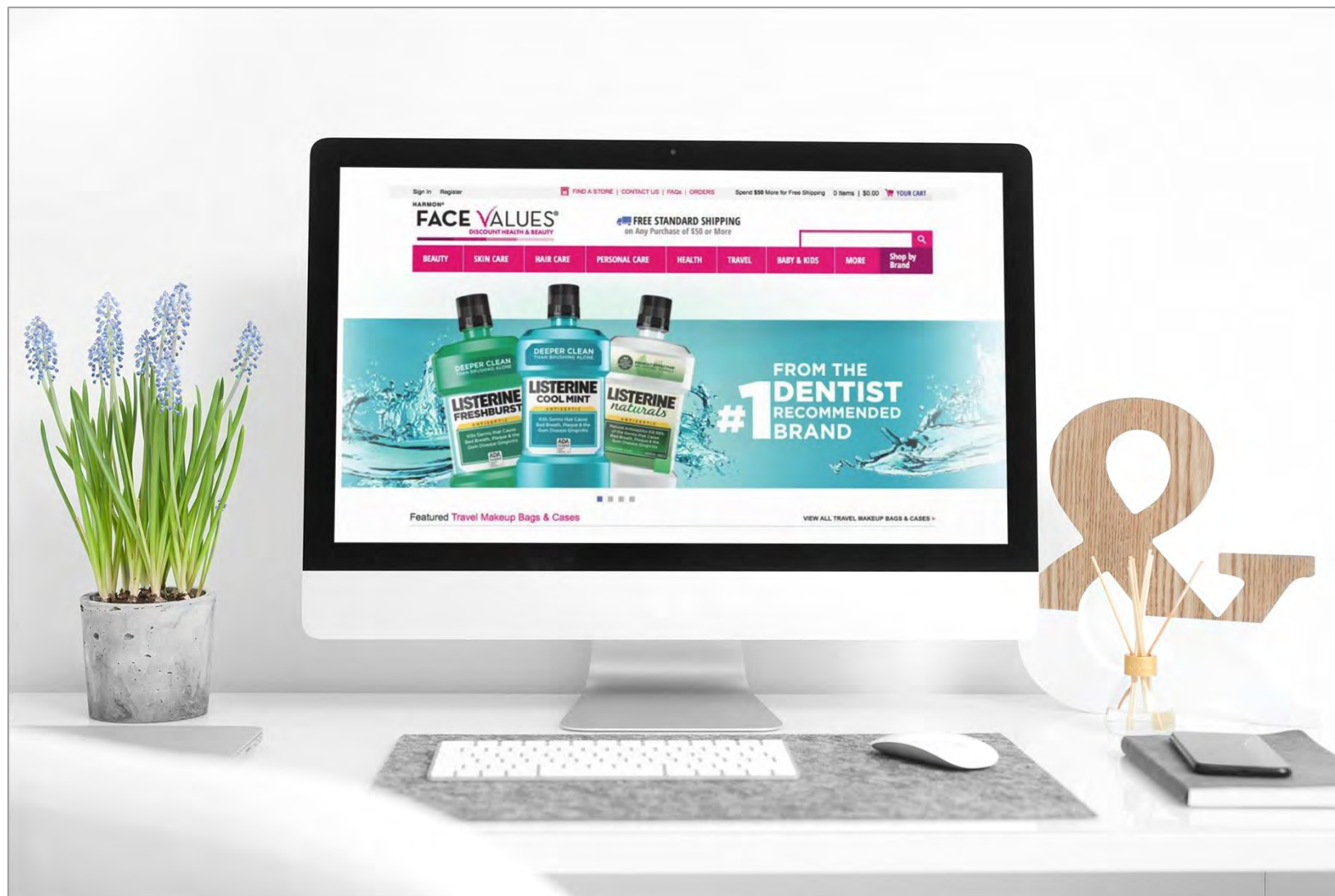
Call 800-000-0000 or visit MyAmica.com today.



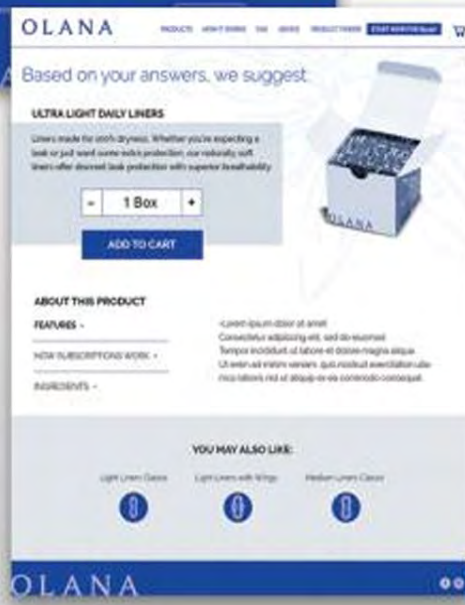
This is why we can have nice things.

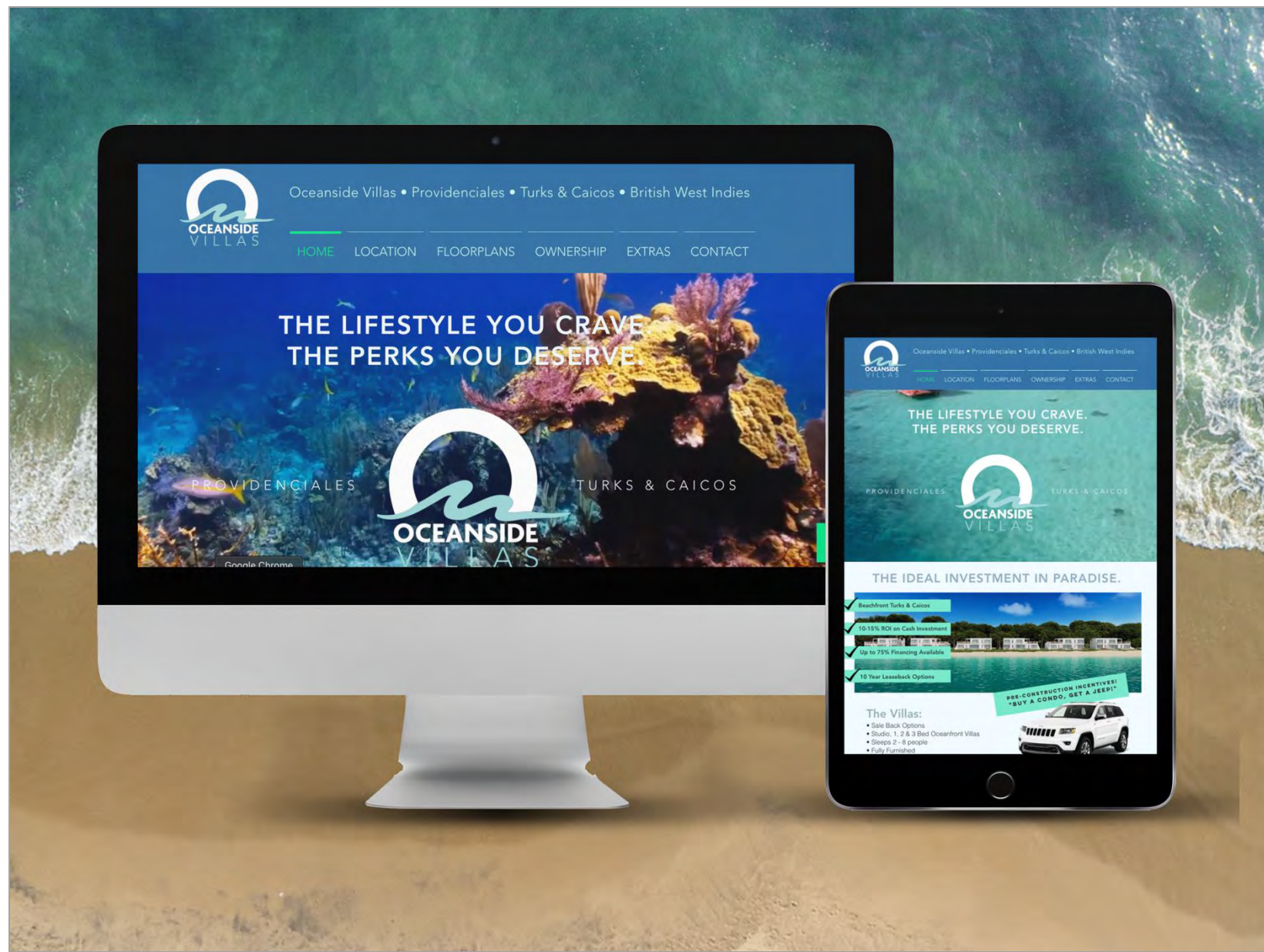


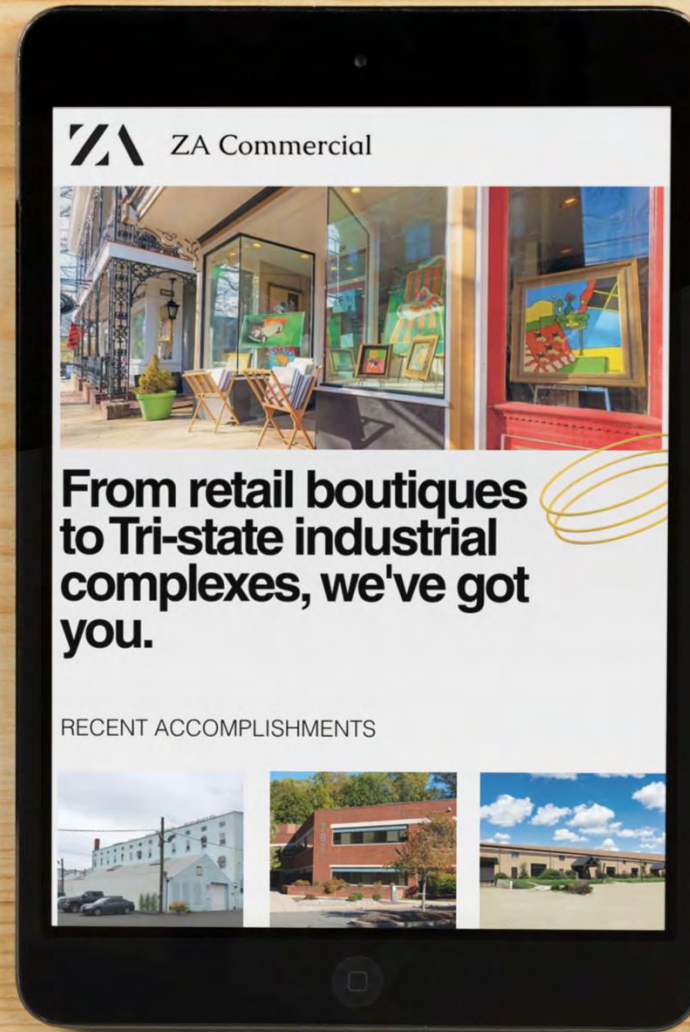
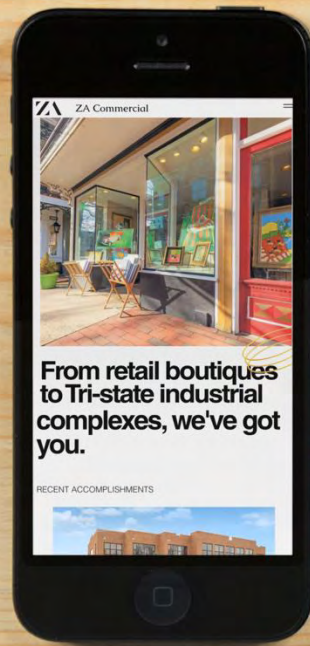














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