

RESUME

Liz Battaglia | CREATIVE

CREATIVE DIRECTOR
GRAPHIC DESIGNER
BRAND DEVELOPER



TITLES

EXL | Creative Director - Art Director
August 2015 – December 2023 | New York, NY

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

F&W Professional Services | Marketing Director
August 2012 - February 2014 | Hamilton, NJ

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

SKILLS

Creative Direction
Graphic Design
Cross-Channel Marketing
Brand Strategy and Creation
Logos and Identity Systems
Pitching/Presenting
Digital Marketing
Direct Response Copywriting
Performance Marketing
Front-end Website Design
Budget Management
Vendor Management
Stakeholder Relations
Public Relations





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.



- In my last role's infancy, my fresh creative efforts saved our biggest client, with billings of \$53 million a year
- 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.
- Unprompted, I created a new sub-brand for an existing client. Creating brand guidelines and basic business strategy brought in over 100k, on top of the expected revenue.
- I was given a "Rising Star" award for excellence in design, dedication, and attention to the business bottom line.

BIG BRANDS

I love my small businesses, too.

Amica



Mutual of Omaha



USI
AFFINITY



Plymouth Rock

Patelco
CREDIT UNION

CareFree
INSURANCE SERVICES

aetna™



LENDINGPOINT



TYLENOL



LendingClub

Johnson & Johnson

MetLife

COSTCO
WHOLESALE

Johnson's
baby

AgNovos
HEALTHCARE

BAND-AID

LISTERINE

AMA
INSURANCE

Haven
Life

Neutrogena

MassMutual

Ortho
Clinical Diagnostics

Benadryl

Princeton Fitness & Wellness
An Affiliate of Princeton Medical Center

HackensackUMC
Fitness & Wellness

POWERED BY THE
GIANTS

Clean
Clear

Carefree

RWJ
ROBERT WOOD JOHNSON
FITNESS & WELLNESS CENTER
HAMILTON

CHOPS



EXL | Creative Director / Designer

August 2015 – December 2023 | New York, NY

- Engage with clients, assess needs, and design the customer journey which informs consumer response
- Integrate proven direct marketing techniques and data-driven insights into campaigns on behalf of Fortune 500 and 100 clientele
- Direct designers, copywriters, media planners, and web developers in daily efforts
- Cross-promote and upsell ideas to clients by highlighting the intrinsic value for additional services
- Accountable for \$342M in billings comprised of both print and digital advertising
- Created a new brand from scratch acquired as an upsell from an existing client
- Credited with adding significant revenue and commended for saving our biggest client relationship

The Laurel Group | Senior Art Director

February 2014 - August 2015 | Hamilton, NJ

- Offered exceptional service to clients as part of a full-service branding agency that specialized in advertising, display design, POP, and FSO for highly-regarded brands in the personal goods and pharmaceutical sectors
- Engaged with brands including Johnson & Johnson (Listerine, Aveeno, Neutrogena, Band-Aid), healthcare companies such as Ortho Clinical Diagnostics, and pharmaceutical start-ups like AgNovos
- Generated and delivered comprehensive pitch presentations to secure new business or receive approvals from current clientele
- Reviewed existing brand guidelines and redesigned websites, digital marketing campaigns, and print collaterals. Shepherded each project from inception to completion while achieving all deliverables and remaining on budget
- Created exceptional print and packaging design for 9 top brands under the Johnson & Johnson banner

MORE CHOPS

F&W Professional Services | Marketing Director / Designer

August 2012 - February 2014 | Hamilton, NJ

- Delivered exemplary leadership crafting marketing campaigns on behalf of 9 hospital-affiliated health centers.
- Locations included Robert Wood Johnson Fitness & Wellness, Princeton Fitness & Wellness, and HackensackUMC Fitness & Wellness Powered by the New York Giants
- Developed campaigns incorporating around the “whole health” of each member which served as the organizational vision
- Generated the marketing budget, allocated resources, and tracked expenditures
- Facilitated nine mergers with outside clubs, external partnerships, and organizations including the National Football League (NFL)

AFC Fitness | Marketing Director and Designer

July 2007 - July 2012 | Bala Cynwyd, PA

- Directed design, copywriting, and user experience for direct mail and online marketing strategies on behalf of gym chain with five physical locations
- Defined objectives and hand-delivered print and digital design and copy for specialty
- fitness programs including Zumba, BodyCombat, BodyPump, pilates, Barre, aquatic physical therapy, HIIT, Spin, personal and group training
- Leveraged digital media to expand member base while lowering acquisition costs and strengthening customer retention rates
- Offered comprehensive client pitches with fitness partners and providers, managed vendor relationships, and increased revenue through internal advertising program



Amazon Café | Marketing Director

January 2005 - July 2006 | Newtown, PA

- Responsible for corporate brand as well as marketing for 55 locations on the East coast
- Created marketing kits to each franchisee, and was responsible for all signage, store design, menus, channel lettering and more
- Managed vendors and placed media

Newtown Athletic Club | Marketing Director

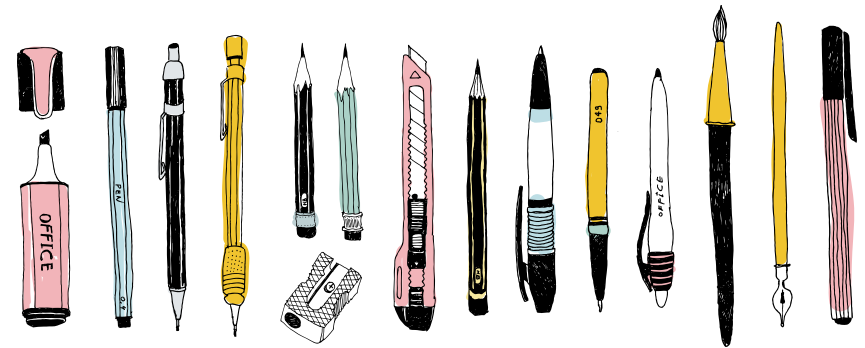
January 2002 - July 2005 | Newtown, PA

- Oversee all marketing efforts for industry-leading fitness club, waterpark, restaurant, night club, community center, children's training center, and more
- Design and execute all creative efforts including website design, direct mail, email campaigns, digital marketing and social media

Education | Ithaca College

August 1998 - May 2002 | Ithaca, NY

- Class of 2002, Cum Laude
- Major: Advertising & Public Relations – Design Focus
- Minor: Creative Writing, Minor: Fine Art
- Minor: Vocal Performance (Opera)
- Internship: NBC Los Angeles – Print Advertising
- Internship: Communique Design – Print Advertising



IT STARTED HERE

DON'T TAKE MY WORD.

Kevin McKenna, President & CEO, Ignitist

EXL – Employer – Supervisor, Mentor, Guru

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Colleen Bruemmer, VP, Research & Insights

EXL – Colleague, Creative Data Fuel-Maker

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Michael Palmberg, Creative Director

The Laurel Group – Supervisor, Designer par Excellence

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Peter Casey, Franchise Broker, Cannabis Stsrup

Freelance Client, Colleague, Community Co-Volunteer

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Linda Mitchell, Director of Marketing & Public Relations

Newtown Athletic Club (NAC) – First Employer Ever!

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Vincent Hamilton, Copywriter

EXL – Creative Partner-in-Crime, Direct-Response Marketer

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SAY HELLO



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