

# ELIZA GILBERT

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## PROFILE

Creative and multi-talented graphic designer with over 19 years experience in applied print, web and marketing design, front-end development, design consulting, strategy development, and project management who:

- ◆ **Promotes collaboration & innovation.** Demonstrates creativity in working with colleagues and clients to develop solutions.
  - ◆ **Creates clarity.** Creates and develops visual responses to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images.
  - ◆ **Exhibits expertise.** Understands and utilizes appropriate tools and technology.
  - ◆ **Manages resources.** Thrives in deadline-driven environments and accustomed to working within budget requirements.
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## SKILLS SUMMARY

- ◆ HTML & Front-end Web Development
  - ◆ Graphic Design
  - ◆ UX and Usability
  - ◆ Strategy Development
  - ◆ Client Presentations
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## PROFESSIONAL EXPERIENCE

### **ETG DESIGN** — Hoboken, NJ

**Web Designer / Consultant**, Jan 2001 – current

Contract web and print design work for various clients: professional actors, UNC Greensboro, NC Stage Company, Mountain Xpress publication, film industry professionals, etc.

### **SITE DUCKY (formerly RKR GRAPHICS AND ASSOCIATES)** — Asheville, NC

**Web Designer / Consultant**, Jan 2009 – current

Collaborate with clients to create vision, conceive designs and consistently meet deadlines and requirements. Utilize HTML, CSS and JavaScript to implement website designs and content. Assist and advise on strategic Site Ducky business and marketing decisions.

#### **Key Achievements:**

- ◆ Redesign of golf resort website increased traffic by 133% and sales inquiries by 18%.

### **AON CONSULTING** — Winston-Salem, NC

Promoted to a consulting position within full-service Human Capital Practice with over \$8,000,000 in annual revenue.

**Communication Consultant**, Jan – Dec 2008

**Communication Specialist**, Jul 2004 – Jan 2008

#### *Consulting*

Developed and managed trusted relationships with clients and colleagues; clients ranged in size from 3,000 - 50,000+ employees. Served as national best practice consultant/resource for website implementations and strategy. Defined effective communication strategies based on client's culture and needs.

#### *Implementation & Design*

Collaborated with clients and teams to conceptualize, design and implement websites and corporate. Interpreted and translated complex benefits information into effective employee communication campaigns and collateral. Served as liaison between multiple internal departments and unified three lines of business around specific client-focused strategies and implementations. Conceived original art and graphic/layout design for corporate identity packages, advertising, newsletters, brochures and collateral materials.

#### *Sales & Marketing*

Researched technology and trends; analyzed business landscape and developed new web services and strategies. Responded to RFPs and generated pricing models for communication products and services. Managed, coordinated and implemented design of marketing materials and user interface prototype website (sales demo).

#### *Team Management*

Managed team workload; allocated resources; set and communicated team objectives, timelines and ownership. Provided coaching and guidance to team members; solicited input and feedback on work processes and deliverables; encouraged sharing knowledge, information and expertise to build consensus of ideas. Performed periodic quality governance reviews of team's work; monitored team successes and opportunities for improvement.

#### **Key Achievements:**

- ◆ Led development of dynamic communication content web application (WCMS); sales revenue of \$300,000 in six months of release recouped development cost.
- ◆ Managed and partnered on more than 35 web-based benefits administration implementations and employee communication campaigns involving budgets up to \$250,000.

**AON CONSULTING KEY ACHIEVEMENTS** *continued*

- ◆ Created and conducted persuasive sales and marketing presentations resulting in ten new web clients and generating 22% organic growth.
- ◆ APEX Awards For Publication Excellence, Writing That Works — 2005, 2006, 2007, 2008: Awarded to Aon Consulting W-S Communication team for HR & Benefits Communication, Web Pages & Sections.
- ◆ Aon Consulting Client Service Award — 2008: Awarded for “development of innovative services/solutions based on unique client/customer needs, demonstration of outstanding dedication to client/customer service, dedication to client retention, and excellence in building and maintaining client relationships.”

**RKR GRAPHICS AND ASSOCIATES** — Asheville, NC**Print & Web Designer/Consultant**, Jan 2001 – Apr 2005

Collaborated with clients to create vision, conceive designs and consistently meet deadlines and requirements. Created original art and graphic design for corporate identity packages, advertising, newsletters, brochures and collateral materials. Served as liaison with print service providers and assisted clients in making economically suitable choices. Utilized HTML, CSS and Flash to implement website designs and content. Responded to RFPs and generated pricing models for design services. Developed and managed relationships with clients and colleagues; clients ranged in size from 5 - 5,000 employees.

**MOUNTAIN XPRESS** — Asheville, NC**Production Artist (temp)**, Jul – Sep 2002

Created graphic/layout design for a variety of advertising customers. Designed online banner advertising.

**Technologies & Web Assistant (temp), May – Dec 2001**

Member of Internet development/design team. Prepared images and text for web. Cleaned up HTML and posted weekly site content until new structure completed in December 2001.

**COMMUNITY CAREPARTNERS** — Asheville, NC

Promoted to a specialist position within Corporate Communication department.

**Communication Specialist**, Oct 1998 – Apr 2001

Conceptualized and designed corporate Internet site. Edited and designed corporate newsletter; created original art and graphic/layout design for corporate identity packages, advertising, newsletters, brochures and collateral materials. Managed all pre-press and service provider material, working closely with regional print providers and advertising venues. Assisted in the development of advertising campaigns. Supervised summer interns.

**HR Assistant**, Jan 1997 – Oct 1998

Edited and designed agency newsletter and human resources materials. Designed and maintained employment and orientation databases. Maintained orientation materials; coordinated and facilitated bi-weekly orientation.

**Key Achievements:**

- ◆ Reduced yearly print and materials budget over 50% by streamlining printing costs and consolidating procedures.
- ◆ Silver Tusk and Wallie Awards, Carolinas Healthcare PR and Marketing Society — 1999, 2000: Awarded to Community CarePartners marketing team for community relations and internal communication campaigns.
- ◆ COMPASS Trainer — 1998: One of 80 employees selected to lead COMPASS training (customer service program) for all 1400 Community CarePartners employees.
- ◆ Community CarePartners Customer Service Award — 1998: Awarded for outstanding customer service.

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**EDUCATION****UNIVERSITY OF NORTH CAROLINA GREENSBORO**, *Bachelor of Fine Arts, Acting* — Greensboro, NC

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**PROFESSIONAL MEMBERSHIPS & AFFILIATIONS**

- ◆ NAPP, National Association of Photoshop Professionals: 2008–current
- ◆ AIGA, American Institute for Graphic Artists: 2007–08
- ◆ PRAWNC, Public Relations Association of Western North Carolina (Board 1999–2000; Vice-President 2000-01)

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**TECHNICAL PROFICIENCY****PLATFORMS**

Mac OS X, Windows XP/2000/Vista

**APPLICATIONS**

Adobe InDesign, Photoshop, Illustrator, Dreamweaver; BBedit; Quark Xpress; MS Office Suite; Lotus Notes; WordPress; SquareSpace; Wix

**LANGUAGES**

HTML, XHTML, DHTML, CSS, JavaScript; Familiar with PHP, ASP, XML, XSLT