

# Elizabeth Keiser

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## SUMMARY

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I seamlessly merge my expertise in traditional illustration with strategic digital marketing, driving exceptional results. With my proven track record of leading visual branding initiatives across diverse platforms and collaborating with prominent organizations, I am adept at crafting compelling narratives and captivating designs. My ability to innovate design workflows, orchestrate successful fundraising campaigns, and establish impactful brand identities makes me the ideal candidate for any creative endeavor.

**TECHNICAL SKILLS:** Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), App design (Figma) Web design (HTML, CSS), print design, typography, illustration, digital imaging and photo editing, branding and identity design, video editing and production, vector graphics, iconography and infographics, image optimization for web and print, color theory and color management, experience with design collaboration and project management tools (Asana).

## PROFESSIONAL EXPERIENCE

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### CareATC

TULSA, OK

*Senior Graphic Designer*

*May 2024 – Present*

- Develop and execute visually compelling patient-focused graphics for digital and print media, ensuring alignment with CareATC's brand identity and mission. Including but not limited to video design, presentations, infographics, reports, digital and print materials, social media, email campaigns, website assets and promotional materials that effectively communicate healthcare services and organizational values.
- Collaborated with the development team to revamp the visual design of the official app and developed new marketing materials to promote virtual health consultations. The app serves a user base of over 50,000 clients.
- Work closely with the marketing team to create engaging content, incorporating feedback and staying current with design trends to address communication challenges effectively, while meeting the needs of over 20+ clinics nationally.

### Bradbury-Sullivan LGBT Community Center

ALLENTOWN, PA

*Senior Communications and Marketing Manager*

*September 2020 – May 2024*

- Introduced and optimized design workflows, request systems, and marketing calendars to streamline departmental requests, resulting in a notable 50% increase in productivity.
- Strategically develop comprehensive branding, data visualization, and media toolkits for health-focused educational outreach in collaboration with esteemed partner organizations like the Pennsylvania Department of Health, Allentown Health Bureau, RISE UPenn, Centers for Disease Control and Prevention, and various LGBTQ+ Centers across Pennsylvania.
- In just one year, I orchestrated a surge in attendance for the annual Pride event, increasing from 3,000 to an impressive 8,000 through targeted marketing strategies and new marketing avenues.

### ArtSkills

BETHLEHEM, PA

*Digital Content Creator*

*September 2019 – August 2020*

- Orchestrated the creation of specification files, product photography, and illustrative assets for leading retail distribution giants, such as Walgreens, Dollar General, Target, and Costco.
- Enhanced Dollar General's online crafting platform and social media presence by doubling the volume of online tutorials, written instructions, and photo-driven step-by-step guides.
- Managed quality control processes for over 50+ new products and oversaw the creation and reproduction of product samples utilizing 3D printing and laser cutter designs, supporting the sales department.

### Lehigh Valley Zoo

SCHNECKSVILLE, PA

*Interim Marketing Director/ Creative Marketing Manager*

*August 2013 – August 2019*

- Oversaw a team comprised of a social media manager, webmaster, graphic designer, and events coordinator within the Marketing Department, efficiently coordinating cross-departmental design requirements and budgets.
- Successfully orchestrated a fundraising campaign resulting in \$100,000+ to develop a new giraffe exhibit, enriching the zoo's offerings with a previously unavailable animal experience.
- Lead a full rebranding campaign, including a website migration, and established the Zoo's visual identity.

## FREELANCE WORK

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### **BatBnB**

*Graphic Designer/Illustrator*

NASHVILLE, TN

*February 2021 – Present*

- Supervised website migration and established new sub-brand visuals, logos, and characters.
- Increased variety of marketing through previously unexplored platforms such as Google Ads, web banner advertisements, social media content and email campaigns.

### **EBC Printing**

*Print Graphic Designer*

BETHLEHEM, PA

*June 2021 – Present*

- Created print designs for more than 100+ clients in the Pennsylvania Lehigh Valley region, including colleges/universities, school districts, insurance companies, Toyota, and Girl Scouts of the USA.

### **PA Bat Rescue**

*Brand Consultant / Graphic Designer / Illustrator*

CARLISLE, PA

*December 2018 - Present*

- Initiated their "ADOPT an Animal Program", illustrating characters to embody the organization's educational mission, with a softer cute design to appeal to a larger audience.
- Assisted in overall mission and messaging establishment, with assistance in marketing, fundraising campaigns, social media marketing, annual report creation, outreach display designs, and email marketing.

### **Shopify**

*Logo Graphic Designer*

OTTAWA, CANADA

*March 2022 – 2023*

- Western Sales Division: Developed internal logos for presentations decks, outreach materials, and merchandise.
- Global Strategic Sales Division: Created an internal use mascot and logos for presentations, team building, and merchandise.

### **Indigo Skies Consulting**

*Brand Consultant / Graphic Designer*

CAPITOLA, CA

*April 2021 – 2023*

- Implemented branding & identity, as well as created newsletter following, social media templates, and website maintenance.

### **The Diversity Center**

*Graphic Designer*

SANTA CRUZ, CA

*March 2020 – 2021*

- Created health marketing campaign around COVID-19 safety guidelines, including social media and print content.
- Managed and designed annual gala program book and annual report for the Center.

### **Electric City Aquarium**

*Graphic Designer*

SCRANTON, PA

*March 2018 - 2019*

- Established branding & identity, as well as marketing designs, for the grand opening of the aquarium. This includes billboard, web banner advertisements, and social media designs.
- Led the creation of all printed in-house signs, including over 40 exhibit signs that included iconography and data visualizations, the guest map, and any guest directional and information signage.

## EDUCATION

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### **Goucher College**

*MFA Digital Multi-Media – summa cum laude*

BALTIMORE, MD

*December 2018*

### **Kutztown University**

*BFA Fine Arts – cum laude*

KUTZTOWN, PA

*December 2013*

## ADDITIONAL

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- Interviewed for 2024 research study with the University of Delaware around climate vulnerability with the Department of Geography & Spatial Sciences.
- Panelist at CenterLink 2024 E-Summit for Building a Communications/Editorial Calendar.
- CREATE Connection partner, NOAA grant-funded project run by the Nurture Nature Center (Easton, PA) that is focused on educating about the Climate Action Plans (CAPs) in Easton and Bethlehem, PA.