

ELIZA GILBERT

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KEY SKILLS

Graphic & Web Design • HTML & Front-end Web Development • UX Design • Branding Design • Content Strategy • Web Copy Editing • Client Presentations • Customer Service • Goal-Oriented Collaboration • Creative Problem Solving • Attention to Detail • High EQ

WORK EXPERIENCE

etg design studio; Hoboken, NJ

Jan 2001 - July 2004, Jan 2008 - present

Sole Proprietor, Web And Print Designer

KEY ACHIEVEMENT

- Maintaining three profitable business lines: design studio, online gift boutique, and online digital printables.

RESPONSIBILITIES

- Produce professional web and print designs, including strategy development, content creation, copywriting, UX, front-end development, SEO, and graphic design.
- Strategize and implement marketing plans to enhance brand visibility and secure new opportunities.
- Manage a multifaceted design business for individual and small-scale clients.
- Maintain >50% average open rate and >8% average click rate on VIP newsletter.
- Labor Day 2023 Campaign event yielded 4% conversion rate for web sales in studio boutique.

KELLY SERVICES; Hoboken, NJ

May 2018, Aug 2018 - Apr 2019

Assignment: Assurant, Graphic Designer

- Redesigned marketing materials and created standardized client MS PowerPoint presentations.
- Converted existing investment Pitch Book to InDesign and created the process to maintain it.
- Researched and implemented a process to link MS Excel data into investment Pitch Book.
- Strategized a project plan for the Investment team to meet quarterly communication targets.

SITE DUCKY (formerly RKR GRAPHICS AND ASSOCIATES); Asheville, NC

Aug 2009 – Nov 2011; Jan 2001 – Feb 2005

Contract Web Designer

KEY ACHIEVEMENTS

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

RESPONSIBILITIES

- Collaborated with clients to create vision, conceive designs, and consistently meet deadlines and requirements.
- Utilized HTML, CSS, and JavaScript to implement website designs and content.
- Created original art and graphic design for corporate identity packages, advertising, newsletters, brochures, and collateral materials.

AON CONSULTING; Winston-Salem, NC

Jul 2004 – Jan 2008; Jan – Dec 2008

Communication Specialist; *Promoted to* Communication Consultant

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.
- Created and conducted persuasive sales and marketing presentations resulting in ten new web clients.

RESPONSIBILITIES

- Advanced to consultancy in a Human Capital Practice with over \$8M annual revenue.
- Built trusted relationships with clients (3,000 - 50,000+ employees), serving as the national best practice resource in website strategies and implementations.
- Unified three business lines around client-focused strategies as an internal liaison.
- Implemented tailored communication strategies based on client culture and needs.
- Responded to RFPs and generated pricing models for communication products/services.
- Researched emerging technology trends; analyzed business landscape leading to the development of innovative web services and strategies.
- Collaborated closely with clients to conceptualize, design, and implement corporate websites & extranets ensuring successful end-user experiences.
- Managed creation and coordination of marketing materials and UI prototype website designs.

Prior Experience: RKR GRAPHICS AND ASSOCIATES, Print & Web Designer/ Consultant, MOUNTAIN XPRESS, Production Artist, COMMUNITY CAREPARTNERS, Communication Specialist

EDUCATION

BFA, UNIVERSITY OF NORTH CAROLINA GREENSBORO, Greensboro, NC

TECHNOLOGIES

Adobe Suite: InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat; Canva; LightRoom; iMovie; InVision; Figma; Sketch; MS Office Suite: Word, Excel, PowerPoint, Outlook, Access, Project; Google Suite; Google Drive; Dropbox; Google Analytics; Slack; Trello; Asana; Basecamp; Dubsado; FreshBooks; QuickBooks; SquareSpace; Shopify; Convertkit; MailChimp; Social Media: Instagram, Pinterest, Facebook; SM Management: Later, Hootsuite, TailWind; Windows OS; Mac OS; Coding: HTML, CSS, Javascript, Bootstrap

AWARDS

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- **Aon Consulting Client Service Award** — 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.”
 - **APEX Awards For Publication Excellence, Writing That Works** — Awarded to Aon Communication team for HR & Benefits Communication, Web Pages & Sections
 - **CarePartners Customer Service Award** — Awarded for outstanding customer service
 - **Silver Tusk & Wallie Awards, Carolinas Healthcare PR & Marketing Society** — Awarded to marketing team for community relations and internal communication campaigns