

Contact.

Mobile: coming soon

Email: lizzieb72@gmail.comWebsite: www.freeliz.com**Elizabeth Lichtenstein**

Creative Concepts. Strategy. Communication. Marketing. Design.

Strengths.

- Excellent communicator – articulate written and spoken communication
- Broad international work experience, from corporation to international NGO
- Inventive solutions to problem solving
- Passionate about media and storytelling
- Strong observational skills

Languages. English (native). Dutch (excellent spoken, good written). French (working spoken and written, good comprehension).**Nationality.** American (with Dutch residency)**Age.** 35**Employment History.**

- Freelance Creative Strategy, Marketing and Graphic Design | 2007 (January to August)
Kosovo, Serbia
<http://www.freeliz.com>

Responsibilities. Working with NGO and University clients, established a strategic framework for prioritized marketing needs.**Management.** Managed various 3rd parties to ensure on-time, on-budget delivery of projects.**Strategy.** Created fundraising, integrated marketing, branding and creative strategies. Proposed new models for fundraising and community mobilization.**Creative Concepts.** TV adverts (from concept to implementation to media buying); website redesigns, logo design and branding campaigns.**Communication.** Organized brainstorming and workshops and worked closely with local Kosovars, NGOs and donors to ensure common understanding and priority of project work.

- Head of Mass Networking | 2005 - 2007
Greenpeace International, Amsterdam, The Netherlands
<http://www.greenpeace.org>

Responsibilities. Creation of a new unit focusing on outreach, online marketing and fundraising, volunteerism and all interactive communications.**Management.** Define framework for team formation, including organizational structure, new hires and individual role KPIs and objectives. Manage team of ten persons.**Strategy.** Create integrated communication and marketing online/offline strategy. Propose new models for supporter relationships and fundraising.**Creative Concepts.** Campaign consulting, providing recommendations for enhancements in audience reach and participation.**Communication.** Organize brainstorming and workshops, and work closely with the Communications Director to sync web activities with press releases and media. International written communication in form of strategic documents and official statements on behalf of the Int. Program Director.

- Creative Director, User Experience Lead | 2004 - 2005
Blast Radius, Amsterdam, The Netherlands
<http://www.blastradius.com>

Responsibilities. Creative concept lead and team manager. New business lead (concept ownership, design direction, presentation to clients). Strategic engagement planning. Facilitator of client meetings, brainstorming. Project copywriting. Resource planning and management.**Clients.** Heineken. Nike-Philips. Nintendo. TomTom. Vodafone

- Marketing Manager, Creative Conceptor | 2002-2004
Sony Europe, The Netherlands
Sony Mobile Entertainment Group, Salzburg, Austria
<http://www.sony-europe.com> and <http://www.streamman.net>

Responsibilities. Brand creation and development. Marketing strategy and collateral copywriting. Marketing research coordination. Worked on-site in Finland.

Context. Concept, prototype, development and implementation of the premier mobile music and entertainment service.

- Creative Director | 2000-2002
Agency.com, Amsterdam, The Netherlands
<http://www.agency.com>

Responsibilities. Creative project lead. Concept creation and design direction for internet and mobile interfaces. Interaction design/architecture collaboration and review. Copywriting (style guide, briefing documents, proposals). Presentation to clients, brainstorm facilitation. Worked on-site in Belgium.

Clients. Ahold. Compaq. Heineken. Proximus. Sony.

- Art Director | 1998-2000
iXL, Washington DC, USA

Responsibilities. Graphic concept visualisation and development for internet. Brainstorm facilitator. Project design lead from concept to implementation.

Clients. GE. Wholefoods. Discovery Channel. Loral Orion. DuPont. Bank One.

- Senior Designer | 1997-1998
PBS Online, Alexandria VA, USA
<http://www.pbs.org>

Responsibilities. Design creation (look and feel, information architecture) for internet extensions of TV programs and educational portals. Design management of outsourced projects for brand and design standards.

Context. PBS Online is the interactive arm of Public Broadcasting Corporation, a non-profit media enterprise owned and operated by the United States' 350 public television stations.

Education.

- University of Baltimore, Baltimore MD, USA | 1995-1997
Masters of Arts degree (MA) in Communications Design

Accolades. Ampersand Award received in recognition of "the student who best exemplifies the marriage of word and image". Awarded Fellowship in Doctorate Program (declined offer).

Activities. Graduate Assistant to Dean of Masters program. Part-time designer at Rudka Weadock Design Studio.

- Maryland Institute College of Art, Baltimore MD, USA | 1994-1995
Continuing Studies

Course of Study. Varied art disciplines, including 24 of 36 credits in Graphic Media Program. Other courses included ceramics, photography, painting and printmaking.

- University of Delaware, Newark DE, USA | 1990-1994
Bachelor of Arts degree (BA) in Philosophy / Psychology.

Accolades. Dean's List, Honor Student.

Activities. Women's club lacrosse coach, Outing club member. Afterschool art teacher at Montessori School Wilmington, DE.

Awards.

2005 Blast Radius Award: Best Contributor Q1 2005

2001 Art Director's Club: eLink Communications collateral

1998 Webby Awards: PBS Online

1998 Yahoo Web Picks: The Living Edens, Face of Russia

1997 Ampersand Award: University of Baltimore