

ELYSE SCHREIBER

schreiber.elyse@gmail.com

970.481.5135

[linkedin.com/in/elyseschreiber](https://www.linkedin.com/in/elyseschreiber)

READ THIS FIRST

You need a team player and creative leader?

I have worn many hats, which makes me uniquely suited to pioneer innovation with your team.

My gregarious, results-driven personality position me as a leader, whether I've held the title or not, in just about every role I've held. I prefer to lead from *within* a team and roll up my sleeves alongside my peers because I want to be familiar with day-to-day processes and earn the respect of my colleagues. From a position of past and present experience, I can champion company ideals and push for high-impact results.

Between my sales and marketing roles, I've dipped into process development, product marketing, revenue analysis, and brand positioning.

EDUCATION

University of Colorado

2008-2012

Bachelor in Environmental Design

Certificate in Technology, Arts & Media

Marketing Director for Boulder Freeride -

CU Boulder's Ski & Snowboard Club

REFERENCES

Jason Canning

Market Vp, West | EpiphanyRx

801.755.9945

Candace Taylor

Account Manager | Folloze

970.214.8628

Sam Berman

Editor | SKI Magazine

303.330.9890

EXPERIENCE

Sales Analyst

EpiphanyRx | April 2023 - Present

- Promote sales initiative of 300% growth from 2022 to 2023
- Foster team collaboration with internal teams including proposals, marketing, analytics, and leadership/C-suite through education, communication, & expert process management
- **Lead high-impact process development** including: adoption of Dynamics 365(CRM) and ZoomInfo (Go-to-market engine) to blend with larger company practice and inform future integrations between internal departments & tech channels.
- Conduct lead generation actions & implement best-practices for company-wide adoption

Account Manager

Folloze | July 2022 - January 2023

- Build & implement a unique **account based marketing campaign** oriented to 15 enterprise accounts, targeting a total growth revenue of **\$1.1M with 3x pipeline increase**
- Use Folloze, Outreach.io, Salesforce, & Sales Navigator to build winning demand generation strategies, capturing upwards of **35% engagement in new & existing accounts**
- Proven thought leadership in B2B MarTech & account based marketing theory
- **Nurture existing account relationships & analyze attribution** with marketing & customer success team through account-specific development of Executive & Quarterly Business Reviews

Art Director

Outside Inc. | SKI Magazine, Warren Miller Entertainment, & Fly Fishing Film Tour

October 2019 - May 2022

- Manage all creative output for SKI Magazine, Warren Miller, & F3T in compelling marketing materials, print layouts, social media, & digital marketing touchpoints
- **Drive projects from conceptualization through final presentation while minding budgets, timelines, team input, allocation of resources, documentation, & client relationships**
- Collaborate workflows with editorial team & key stakeholders to innovate & create thriving inter-company relationships
- Hire contractors, negotiate budget expectations, draft contracts, & oversee completion of deliverables

Monumental achievement: 2021 Rebrand of SKI (logo, brand guide, layout templates, social media voice, visual representation, etc.) including internal stakeholder adoption

Owner + Creative Director + Strategy Consultant

Freehand Collective | May 2014 - Present

- Spearhead innovative & collaborative visual design campaigns for clients
- **Expert command of Adobe Creative Suite, Project/Process Management, CRM, and Microsoft/Google Suites**
- Facilitate project success through timeline/workflow management, deft client communication, & sharp organizational skills
- Cultivate business locally & remotely through social media marketing, print & digital advertising, & in-person references