

ELYSE SCHREIBER

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SUMMARY

If you're in search of a dynamic creative leader with a diverse background in art direction, marketing, and entrepreneurship, you've found the right candidate. I have successfully built comprehensive brand systems, led creative teams, and overseen all facets of creative output for numerous brands. I excel in leadership roles, crafting innovative and cohesive content while fostering collaboration among talented designers.

STRENGTHS

Empathy
Adaptability
Communication
Cross-Functional Collaboration
Branding & Identity
Team Leadership
Process Management
Creative Strategy
Print/Digital Design
Adobe Suite, Figma, Procreate, Canva
Illustration and Lettering

EDUCATION

University of Colorado
Bachelor in Environmental Design
Certificate in Technology, Arts & Media
Marketing Director for Boulder Freeride -
CU Boulder's Ski & Snowboard Club

REFERENCES

Ian Holmquist
Director of Analytics | Navitus
763.258.3965
Cynthia Garner
VP of Strategic Accounts | Folloze
361.850.0548
Brett Wagner
Design Consultant/Colleague
970.231.4017

EXPERIENCE

Sales Analyst

Navitus Health Solutions, Key Accounts | April 2023 - Present

- Conduct winning strategies for **lead generation** and prospective business sourcing.
- Expert process management and demonstrated ability to work independently and within a collaborative team-oriented environment.
- Advised the successful implementation and company-wide adoptions of **Dynamics 365 (CRM) and Zoominfo** ensuring smooth integration with broader company operations.
- Experience in implementing and executing **MBAs, NDAs, MSAs, SOWs**, etc.
- Model excellent working knowledge of Excel, Dynamics 365, QlikSense, and Smartsheets.

Account Manager

Folloze | July 2022 - January 2023

- Strong working knowledge of **B2B SaaS** and implementation of ABM techniques.
- Elevated client **GTM strategies** implementing integration of behavioral data, social listening, and automated analytics to create scalable demand gen strategies, resulting in **35% engagement** in new and existing accounts.
- Encouraged business development and analyzed best marketing practice for small businesses as well as enterprise level clients.
- Collaboratively built and implemented 15 unique enterprise ABM campaigns, targeting a total growth revenue of \$1.1M, achieving a 3x pipeline increase.

Art Director

**Outside Inc. | SKI Magazine, Warren Miller Entertainment, & Fly Fishing Film Tour
October 2019 - May 2022**

- Versatile and advanced at juggling multiple projects with various moving parts at once.
- Led and managed all creative output for SKI Magazine, Warren Miller, & Fly Fishing Film Tour, composing engaging print layouts, and social and digital marketing materials.
- Founded creative projects from concept to completion while balancing budgets, timelines, resource allocation, and client relationships, resulting in a 75% increase in project efficiency.
- Produced product and location-based photography and video shoots, ensuring all content aligned with brand identity and captured a playful, dynamic aesthetic, contributing to a 250% increase in audience engagement (2021).
- **Noteworthy achievement: 2021 Rebrand of SKI Identity** (visual identity, logo, color palette, typography, and messaging).

Owner + Creative Director + Strategy Consultant

Freehand Collective | May 2014 - Present

- Detail-oriented graphic designer with focus on illustration and hand-lettering.
- Deft organizational and project management skills, excellent communication (written and oral), and skillful visualization rhetoric.
- Consult, develop, and execute comprehensive brand systems, resulting in an average of 25% increase in brand awareness and engagement by leveraging industry knowledge, innovative marketing campaigns, and impactful brand strategies.
- Hire and advise project-based consultants and sub-contractors ensuring efficient project execution and alignment with future brand identity.
- Nurture business development through social media marketing, print & digital advertising, and strong references.
- Advanced knowledge of Adobe Creative Suite, Procreate, Canva, and Wix.com.