

Lisa Marks

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Telephone: 818.759.0402, e-mail: Lisa@creatingmarks.com , www.creatingmarks.com

Areas of Specialization:

Website design, graphic design and traditional and Internet / online marketing: Create brand awareness, brand recognition, and brand loyalty through marketing, advertising, and merchandising that produce excellent image of quality, a distinct corporate and brand image, sales, and successful gross margin.

Highlights of Qualifications:

- Excellent graphic design skills for both web and print. Proficient with PowerPoint, Photoshop, Dreamweaver, Fireworks, FLASH, Illustrator, HTML, Image Ready and digital photography.
- Extensive traditional (offline) and Internet(online) marketing experience. Online marketing management: Create and implement keywords common and unique key phrases / Meta tags campaigns or search engine strategizing and optimization (SEM, SEO, PPC, CPC, ROI, CRM, etc.). Experience with Google.com Adwords and Analytics and metric tracking,
- Ability to make decisions, direct, delegate and execute projects in a professional manner, while having hands-on ability to produce projects independently
- Strong ability to maintain a balanced objective viewpoint; addressing unpredictable situations in a fast paced environment meeting deadlines and paying close attention to the bottom line
- Exceptional liaison between the creative and business sides of a company
- Computer literate with both PC and Mac. Familiar with management information systems, word processing programs, Lotus/Excel,

Professional Experience:

CREATINGMARKS.COM - Los Angeles, CA – 2001 to present

Titles: Website Designer – Graphic Designer – Marketing Specialist

- Website Development: Design and build custom specific websites for SOHO (small to medium sized businesses).
- Graphic design for both print and web: create print advertisements as well as Internet Opt-in e-mails and banner advertisements. Mock-up product prototypes.
- Copywriting, Website Text Editing, and Marketing Communications Implementation: Write marketing and advertising copy, as well as press releases and articles for content for Web sites and printed materials.
- Online Marketing Management: Create and implement keywords common and unique key phrases / Meta tags campaigns or search engine strategizing and optimization (SEO). Experience with Google.com Adwords and Analytics and metric tracking. Develop strategic alliances and affiliate relationships, create online promotions, implement traditional marketing / advertising / public relations, acquire additional domain names, etc.
- Sales: Sell websites and website services.

IVENUE.COM - Los Angeles, CA – 2000 to 2001

Brand: **Ivenue.com** (Industry: Internet, software & hosting)

Titles: Marketing Manager / Webmaster

- Website Marketing: Assist accounts, small to medium sized businesses, in submitting their websites to search engines, developing strategic alliances and affiliate relationships, creating on-line promotions, implementing traditional marketing / advertising / public relations, acquiring additional domain names, etc.
- Website Development: Create template and actual websites including custom logos and layout designs using Ivenue.com real-time software, Dreamweaver, FLASH, Photoshop, Image Ready, HTML, Illustrator, Fireworks, etc.
- Content Development, Copywriting, Website Text Editing, and Marketing Communications Implementation: Write marketing and advertising copy, as well as press releases and articles for Ivenue.com website and printed materials.
- Technical Support: Walk accounts through website software and assist them in building their site. Advise accounts on HTML, photo editing, shopping cart, keyword selection and placement, submission to search engines, etc.
- Sales: Sell websites and website services.

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(Professional experience continued)

NEWSTAR MEDIA, INC. - Los Angeles, CA - 1999 to 2000

Brand: DOVE Audiobooks: **www.AudioUniverse.com** (Industry: publishing / Internet)

Title: Consultant - Marketing Services Manager

- Online (Internet) Marketing / Advertising: Create and implement traditional and Internet advertising and marketing programs and promotions for the www.AudioUniverse.com Web site and track effectiveness. Develop business-to-business affiliate relationships, including strategic alliances utilizing co-branded web pages, and report activity with BeFree software.
- Catalogs, Brochures, and Miscellaneous Collateral Development: Direct the design, development, and distribution of marketing communication materials including direct mail.
- Trade Show, Sales Conference, and Promotional Event Planning: Plan event program, develop booth and display / merchandising units, produce sales support materials, schedule shipments, travel, and hotel accommodations.

APPLAUSE, INC. - Woodland Hills, CA - 1998

Brands: DAKIN, DISNEY, LOONY TUNES, SCOOPY-DOO, RUGRATS, TELETUBBIES, HUSH PUPPIES, PEANUTS, SESAME STREET, MUPPETS, RAGGEDY ANN & ANDY, PRECIOUS MOMENTS, and LOU RANKIN (Industry: entertainment, gifts and collectibles)

Title: Marketing Communications Manager

- Public Relations: Develop press kits: including press releases, images, and product. Distribute press kits to the media resulting in an abundance of product/editorial placement.
- Advertising: Create Print and radio advertising campaigns. Work with Licensors (Disney, Warner Bros., Nickelodeon, Children's Television Workshop, etc.) on approval process. Produce company newsletter.
- Traffic Management and Media Buying: Participate in the planning and buying of media time and space (radio and trade/consumer print) and traffic copy and graphic design to meet deadlines.
- Website Content Directing: Member of the Internet committee to oversee content and direction of www.Applause.com.

SKECHERS U.S.A., INC. - Manhattan Beach, CA - 1994 to 1997

Brands: SKECHERS and KARL KANI (Industry: consumer products, footwear)

Title: Retail Marketing Director (promoted to Director from Coordinator)

L.A. GEAR, INC. - Santa Monica, CA - 1990 to 1994

Titles: Retail Development / Corporate Image Coordinator - Marketing Communications Coordinator

- National Account/Project Management: Determine marketing and sales goals working with major national accounts to create in-store retail promotions using point of purchase, gift with purchase, and collateral that result in increased sales.
- Point Of Purchase, Print, and Promotional / Premium Gift Purchasing: Create campaign, develop projects, purchase /negotiate cost, direct warehousing, fulfillment, and distribution.
- Budget Management and Employee Supervision: Oversee and regulate the annual budget for the Marketing /Advertising department (over \$7 million / 5 employees).
- Trade Show, Sales Conference, and Promotional Event Planning: Plan event program, develop booth and display / merchandising units, produce sales support materials, and schedule shipments, travel, hotel accommodations, entertainment, etc Participate in setup and breakdown (trade show booth size 60ft x 50ft with a deck).
- Field Service/Retail Merchandising Team Launch and Supervision
- Sales Support Material Development
- Cooperative Advertising Development/Distribution of Materials and the Processing of Claims

Education:

NEW HORIZONS COMPUTER LEARNING CENTER - Culver City, CA - 1999

Internet Curriculum: Novell: Designing Effective Websites, Internet Marketing Strategies, Frontpage, HTML, Photoshop, Illustrator, Fireworks, FLASH, etc.

CALIFORNIA STATE UNIVERSITY DOMINGUEZ HILLS - Carson, CA - 1988 to 1990

B.S. Business Administration/Marketing (emphasis on Advertising)

FASHION INSTITUTE OF DESIGN & MERCHANDISING - Los Angeles, CA -1981 to 1982

A.A. Fashion Design (employed as a Designer/Design Room Manager from 1982 to 1988)

ARIZONA STATE UNIVERSITY - Tempe, AZ - 1979 to 1981 - Fine Art & Graphic Design (Page 2 of 2)

