



# LIZ BATTAGLIA CREATIVE

MARKETING / DESIGN



# AT A GLANCE

## TITLES

**EXL | Art Director and Designer**

*August 2015 – December 2023 | New York, NY*

**The Laurel Group | Senior Art Director**

*February 2014 - August 2015 | Hamilton, NJ*

**F&W Professional Services | Marketing Director**

*August 2012 - February 2014 | Hamilton, NJ*

**AFC Fitness | Marketing Director and Designer**

*July 2007 - July 2012 | Bala Cynwyd, PA*

**Amazon Café | Marketing Director**

*January 2005 - July 2006 | Newtown, PA*

**Newtown Athletic Club | Marketing Director**

*January 2002 - July 2005 | Newtown, PA*

## SKILLS

Cross-Channel Marketing

Direct Response / Performance Marketing

Creative Direction

Graphic Design

Front-end Website Design

Brand Strategy and Creation

Logos and Identity Systems

Pitching/Presenting

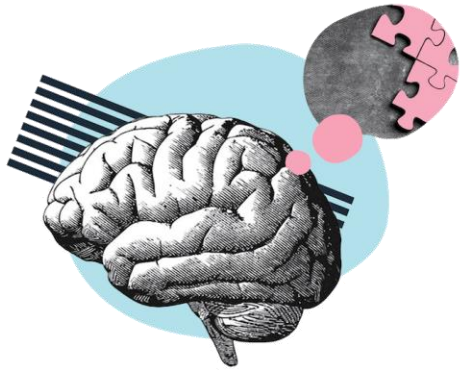
Digital Marketing

Budget Management

Vendor Management

Stakeholder Relations

Public Relations



# WHAT I DO

- 20+ years in hands-on design and copywriting across multiple industries
- Utilizes visual marketing techniques + best practices + trends to generate results
- Analyzes customer behaviors and applies learnings to campaigns
- Excels in performance marketing design utilizing data-driven insights and analytics
- Energized by crafting tailored visual messaging for target audiences
- Creates all visual deliverables for print and digital media
- Comfortable switching between branding, digital and print design
- Coaches creative direct-reports (and freelancers) towards goals
- Fosters relationships internally and externally
- Presents ideas that align with client goals – and our bottom line
- Inspires clients – selling visual strategies and upselling relevant deliverables



# CHOPS

## **EXL | Art Director and Designer**

*August 2015 – December 2023 | New York, NY*

- Engage with clients, assess needs, and design the customer journey which informs consumer response
- Integrate proven direct marketing techniques and data-driven insights into campaigns on behalf of Fortune 500 and 100 clientele
- Direct designers, copywriters, media planners, and web developers in daily efforts
- Cross-promote and upsell ideas to clients by highlighting the intrinsic value for additional services
- Accountable for \$342M in billings comprised of both print and digital advertising
- Created a new brand from scratch acquired as an upsell from an existing client
- Credited with adding significant revenue and commended for saving our biggest client relationship

## **The Laurel Group | Senior Art Director**

*February 2014 - August 2015 | Hamilton, NJ*

- Offered exceptional service to clients as part of a full-service branding agency that specialized in advertising, display design, POP, and FSO for highly-regarded brands in the personal goods and pharmaceutical sectors
- Engaged with brands including Johnson & Johnson (Listerine, Aveeno, Neutrogena, Band-Aid), healthcare companies such as Ortho Clinical Diagnostics, and pharmaceutical start-ups like AgNovos
- Generated and delivered comprehensive pitch presentations to secure new business or receive approvals from current clientele
- Reviewed existing brand guidelines and redesigned websites, digital marketing campaigns, and print collaterals. Shepherded each project from inception to completion while achieving all deliverables and remaining on budget
- Created exceptional print and packaging design for 9 top brands under the Johnson & Johnson banner



# MORE CHOPS

## **F&W Professional Services | Marketing Director / Designer**

*August 2012 - February 2014 | Hamilton, NJ*

- Delivered exemplary leadership crafting marketing campaigns on behalf of 9 hospital-affiliated health centers.
- Locations included Robert Wood Johnson Fitness & Wellness, Princeton Fitness & Wellness, and HackensackUMC Fitness & Wellness Powered by the New York Giants
- Developed campaigns incorporating around the “whole health” of each member which served as the organizational vision
- Generated the marketing budget, allocated resources, and tracked expenditures
- Facilitated nine mergers with outside clubs, external partnerships, and organizations including the National Football League (NFL)

## **AFC Fitness | Marketing Director and Designer**

*July 2007 - July 2012 | Bala Cynwyd, PA*

- Directed design, copywriting, and user experience for direct mail and online marketing strategies on behalf of gym chain with five physical locations
- Defined objectives and hand-delivered print and digital design and copy for specialty
- fitness programs including Zumba, BodyCombat, BodyPump, pilates, Barre, aquatic physical therapy, HIIT, Spin, personal and group training
- Leveraged digital media to expand member base while lowering acquisition costs and strengthening customer retention rates
- Offered comprehensive client pitches with fitness partners and providers, managed vendor relationships, and increased revenue through internal advertising program



# BIG BRANDS I'VE TOUCHED\*



\* I love my small businesses, too.

# SAY HELLO

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