

LIZ CHURCH

MARKETING STRATEGIST & GRAPHIC DESIGNER

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LinkedIn: www.linkedin.com/in/ehchurch | **Portfolio:** www.lizchurch.com/showcase

Summary

Marketing-focused graphic designer and brand manager with 5 years of marketing strategy experience and 15 years of design expertise. Creates cohesive visual identities and campaigns for organizations across health and human services, environmental/industrial, home services, and small business/nonprofit sectors. Translates brand strategy into print and digital assets for web, social, email, events, and podcasts, aligning design with business goals to boost recognition, engagement, and consistency.

Experience

Graphic Designer (7/2025 – 3/2026)

Eijkelkamp North America | Wilmington, NC

Supported global branding and marketing for Royal Eijkelkamp in the Netherlands and North America, creating cohesive visuals and sales materials for international campaigns.

- Collaborate with stakeholders to refine a unified global design strategy, ensuring consistency across international markets.
- Designed a wide range of creative assets, from brochures, slide decks, videos, and tradeshow displays to digital media to boost Eijkelkamp's global presence.
- Served as interim tradeshow coordinator, streamlining the process by implementing efficient logistics management, significantly improving coordination and reducing delays, fostering a collaborative environment..
- Served as interim marketing lead, created a detailed 2026 marketing plan in three months, aligned with sales targets to boost project visibility and improve communication.
- Assisted in creating trade show and marketing operations processes and procedures by developing templates and SOPs for event planning, exhibitor communication, and budget tracking.

Marketing Director (11/2023 – 12/2024)

Atrómitos, LLC | Remote

Content Manager (01/2025 – 05/2025)

Marketing Coordinator (08/2022 – 11/2023)

Led the evolution of Atrómitos' marketing from coordination and execution to strategy, multi-channel content leadership, and client-facing branding work in the health and human services space.

- Directed marketing strategy, budget, and brand-building initiatives to enhance client recognition and stakeholder relationships, while spearheading an integrated content approach across podcasts, social media, email, webinars, and the website to support business development.
- Produced The Atrómitos Way Podcast, launching 3 seasons in 15 months and showcasing nonprofit leaders and experts.
- Boosted LinkedIn engagement by 22% in Q4 2024 with knowledge-driven content and community-building.
- Led three branding and communications projects in 2023-2024 aimed at boosting visibility and stakeholder relationships.
- Redesigned and optimized the website using historical SEO benchmarks to increase engagement toward a 65% rate by the end of Q3 2025.
- Created marketing materials to improve visual identity and helped achieve an 82% increase in engagement across social media platforms within 12 months.
- Managed cross-functional projects from planning through execution, navigating timelines, resources, and workflows in tools like Asana to align campaigns, content, and platform launches with strategic goals and budget constraints.

Marketing Assistant (Spring 2022)

University of North Carolina | Remote

Supported the Digital Marketing Coordinator in developing visual and digital communications to elevate the Cameron School

of Business brand.

- Assisted in creating web and promotional graphics, as well as internal fliers, for the Cameron School of Business.
- Collaborated on social media strategy to boost the school's presence through engaging posts and campaigns.
- Designed digital displays and social media assets using Adobe Creative Cloud and Canva for video graphics.
- Provided social media support for the 2022 Cameron School of Business annual Business Week event.

Marketing Director (08/2020 – 07/2021)

Green Dot Heating & Air | Wilmington, NC

Creative Design Manager (07/2021 – 08/2022)

Led marketing strategy and creative direction to grow brand recognition across multiple regions in North and South Carolina.

- Designed and produced email and social media content, sales materials, and internal resources such as employee guidelines and handbooks.
- Supported marketing efforts during acquisition transitions by coordinating website updates, social media, email campaigns, and physical mailing notifications for new clients.
- Created and managed campaigns on social media and email platforms using Mailchimp and ServiceTitan Pro.
- Supported new location launches through advertising, articles, and collaboration with SEO teams to optimize Google My Business and boost lead generation.
- Maintained the company's WordPress site, tracked performance, and coordinated with vendors for promotional needs.

Education & Certifications

B.S. in Business Administration (2019 - 2023)

University of NC Wilmington | Wilmington, NC

Concentration: Marketing Strategy

Associates in Arts (2011 - 2019)

Cape Fear Community College | Wilmington, NC

Core Skills

Marketing & Strategy

Brand Positioning, Content Marketing, Campaign Planning, Print and Digital Advertising, Industry and Competitive Analysis

Design & Creative

Graphic Design, Visual Identity, Print and Digital Production, Layout, Typesetting, Direct Mail

Audio & Video Content

Podcast Production, Audio and Video Editing, Webinar Support

Digital & Web

Front-End Web Development (HTML/CSS), Website Management (WordPress, Wix, Squarespace, GoDaddy), Web Optimization, SEO, Analytics

Project & Stakeholder Management

Strategic Planning, Time Management, Stakeholder Management, Project Scheduling, Tradeshow Coordination, Budget and Cost Management, Problem Solving and Conflict Resolution

Tools & Platforms

Design & Creative

Adobe InDesign, Illustrator, Photoshop, Lightroom, Dreamweaver, Canva

Audio & Video

Adobe Audition, Adobe Premiere Pro, Riverside

Web & Analytics

WordPress, Wix, Squarespace, GoDaddy, Google Analytics, Google Search Console, MozPro

Marketing & Productivity

Mailchimp, Hootsuite, Buffer, Asana, Box, Google Workspace, Microsoft Office, Miro, Slack, Zoom