

I am an accomplished marketer and designer with a proven record of developing and implementing marketing strategies that enhance brand visibility and engagement. My skills include content management, graphic design, front-end web development, data analysis for refining strategy and measuring success, and effective project management.

WORK EXPERIENCE

Graphic Designer

EIJKELKAMP NORTH AMERICA

7/2025 - PRESENT

WILMINGTON, NC

As the Graphic Designer for Royal Eijkelkamp in both the Netherlands and North America, I designed a variety of promotional materials such as brochures, interactive slide decks, digital assets, and print collateral. I contributed to trade show materials and served as the on-site photographer, capturing images of equipment and field operations to support the company's marketing and communications.

- Supported global branding and marketing for Royal Eijkelkamp in the Netherlands and North America, creating cohesive visuals and sales materials for international campaigns.
- Collaborated with leadership to refine and implement a unified global design strategy, ensuring brand consistency and differentiation across markets.
- Designed and produced a wide range of creative assets—from brochures and trade show displays to digital media and on-site photography—that boosted Eijkelkamp's global presence.

Content Manager

ATRÓMITOS, LLC

01/2025 - 05/2025

REMOTE

In 2025, I transitioned to Content Manager, leading multi-channel strategy efforts across social media, email, webinars, and the firm's website to support sales in business development. I designed reports, briefs, and various forms of content to showcase Atrómitos as a partner in health and human services. My additional duties included campaign management, media relations outreach, conference research and proposal development, and vendor management.

- Spearheaded the integration of content strategy across podcasts, social media, and email marketing, enhancing audience engagement and ensuring brand consistency.
- Redesign and improve the website, utilizing SEO benchmarks from previous years to increase activity and expand content to achieve an engagement rate of 65% by the end of Q3 2025.
- Strategized and executed The Atrómitos Way Podcast awareness campaign in Q1 2025 to increase listens by 10% compared to Q1 2024.

Marketing Director

ATRÓMITOS, LLC

11/2023 - 12/2024

REMOTE

As Marketing Director from 2023 to 2024, I oversaw budget creation and marketing strategies. I developed compelling promotional materials, and by utilizing data-driven insights, I enhanced client recognition and strengthened stakeholder relationships, establishing the firm as a vital partner in health and human services.

- Oversaw and produced The Atrómitos Way Podcast, featuring nonprofit leaders and expert insights to drive health and human services impact, launching 3 seasons within 15 months.
- Expanded the firm's LinkedIn presence to cultivate a knowledge-driven community, increasing engagement by 22% by the end of Q4 2024.
- Led three client projects in communications and branding, enhancing visibility and operations, improving stakeholder relationships within 6–12 months.

Marketing Coordinator

ATRÓMITOS, LLC

08/2022 - 11/2023

REMOTE

I developed strategies for engagement and organic brand awareness while designing materials for client deliverables. I managed the transition of the Atrómitos website to WordPress. I ensured consistent messaging across communication channels and oversaw editorial management by coordinating the editorial calendar and analyzing performance metrics to evaluate the effectiveness of our strategies.

- Developed and executed content marketing strategies for increased social media engagement, email marketing, and organic brand awareness.
- Led the redesign of marketing materials, enhancing visual identity and contributing to an 82% boost in engagement across social media platforms within 12 months.
- Streamlined website management and migration from Squarespace to WordPress within 1 month to enhance functionality, user experience, and marketing capabilities.

Designer & Marketing Consultant

ONE DAME STUDIOS

12/2021 - PRESENT

REMOTE

I specialize in freelancing design services tailored to start-ups and small businesses' unique needs and aspirations. I assisted businesses with defining and refining their brand identity, developed websites, and created marketing collateral to enhance visibility and engagement.

- Provided graphic design services for small businesses and nonprofits, assisting in defining and refining their brand identities through logos and printed promotional materials.
- Developed and launched user-friendly Wix websites for two healthcare businesses, enhancing their online presence and brand awareness.

Creative Design Manager

GREEN DOT HEATING & AIR

07/2021 - 08/2022

WILMINGTON, NC

I led the organization's visual direction and overall creative strategy, focusing on enhancing brand identity and market presence. In this role, I developed engaging content for various platforms, including social media, digital campaigns, and promotional materials, to drive audience engagement and brand loyalty.

- Designed email and social media elements, produced graphic materials for sales, and developed internal company resources, such as employee guidelines and handbooks.
- Coordinated with third-party vendors for promotional needs, maintained the company's WordPress website, tracked traffic, and provided ongoing support.

Marketing Director

GREEN DOT HEATING & AIR

08/2020 - 07/2021

WILMINGTON, NC

I executed comprehensive strategies for a cross-region touch effort to engage our client base effectively. I contributed significantly to enhancing brand recognition for newly established locations through targeted advertising and informative content.

- Created and maintained social media posts and campaigns, designed email marketing campaigns, and managed client lists using the Mailchimp and Service Titan Marketing Pro platforms.
- Supported brand awareness for new locations through advertisements and articles, collaborating with the SEO team to optimize Google My Business and boost lead generation.



EDUCATION + CERTIFICATIONS

2019 - 2023

B.S. in Business Administration,
Concentration: **Marketing Strategy**
University of NC Wilmington

2022

Certificate, Hootsuite Platform
Certificate, Social Media
Marketing

2011 - 2019

Associates in Arts
Cape Fear Community College

EXPERTISE

Graphic Design

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Canva

Video & Podcast Production

- Adobe Audition
- Adobe Premiere Pro
- Riverside

Print Production

- Digital Printing
- Promotional Products
- Bindery
- Typesetting
- Direct Mail

Marketing Strategy

- Brand Positioning
- Content Marketing
- Advertising
- Industry &
Competitive Analysis
- Social Media
Strategy

Data Collection

- Qualtrics
- Survey Monkey
- Google Forms

Web Development

- HTML / CSS
- WordPress
- Wix
- Squarespace
- GoDaddy

Project Management

- Strategic Planning
- Time Management
- Stakeholder
Management
- Project Scheduling
& Resource
Allocation
- Problem Solving &
Conflict Resolution
- Budget & Cost
Management

Web Optimization

- Google Analytics
- Google Search
Console
- MozPro
- SEO (Search Engine
Optimization)

Workspace Tools

- Asana
- Box
- Google Workspace
- Mailchimp
- Microsoft Suite
- Miro
- Slack
- Zoom

Social Media

- Bluesky
- Buffer
- Facebook
- Hootsuite
- Instagram
- LinkTree
- LinkedIn
- YouTube

SKILLS

Soft Skills

- Strategic Thinking
- Project Management
- Communication
- Collaboration
- Problem-Solving
- Adaptability
- Detail-Oriented
- Organization

Hard Skills

- Marketing Strategy
- Graphic Design
- Front-End Web
Development
- Budget Management
- Audio & Video
Production
- Data & Analytics
- Digital Communications
- Print Production

PORTFOLIO

Available at www.lizchurch.com/portfolio.

REFERENCES

A list of references can be provided by upon request.