



Elizabeth Harer

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Driven, dedicated, award-winning Creative Director with strong leadership, communication, and project management skills. Proven experience building recognized brands through powerful messaging and cohesive design. Success developing, mentoring, and leading collaborative teams through creative alignment. Original thinker with demonstrated expertise executing campaigns from concept to completion for a variety of notable local and global, B2B and B2C clients.

EXTENSIVE KNOWLEDGE IN:

- Strategic conceiving and design of compelling advertising campaigns, encompassing: ads, billboards, television storyboards, social media components, web banners, e-blasts, etc.
- Directing complex photoshoots and videoshoots from pre-production through post-production.
- Leading the full design, and user experience of websites, apps, video, web banner animations, and other digital components.
- On-brand collateral including, flat and dimensional direct mail, brochures, magazines, annual reports, invitations, sell sheets, posters, and infographics.
- Branding development and creation of logos, business suite systems, restaurant menus, and style guidelines.
- Development of tradeshow booth and live event experiences, including floor plans, functionality, booth and space design, entertainment, and promotional materials.
- Large-scale signage design, including transit buses, stadiums, airports, etc.
- Preflight and production skills including management of third-party vendor partners, as needed.

EXPERIENCE:

FIRST GENERATION | 2017 – PRESENT

CREATIVE DIRECTOR

- Key member of the leadership team, actively engaged in strategic oversight of ongoing growth, operations, staffing and resources agency-wide.
- Leadership and creative direction of all creative and video teams, through the overall creative process, from start to finish.
- Collaborates with account team members for scope estimation, pricing, timing and budgeting of all projects.
- Manages all creative workflow and associated resources to ensure timely, accurate, and effective project delivery.
- Strategic thought leader for marketing initiatives and advertising campaigns across print, digital, event, and video channels.
- Extensive experience pitching proposals, design concepts, and new engagements to existing and potential clients.
- Significant experience evaluating, developing, executing, and documenting process and production flow improvements which enhanced efficiency, data collection, organization and system resources.
- Develops and coordinates agency teambuilding exercises, such as outings, lunch and learns, and company events which foster collaboration and enhance morale.
- Effectively manages vendor relationships (printers, proofreaders, freelance designers, photographers, and other resources) ensuring the timely and smooth delivery of quality projects and services.
- Active volunteer and mentor to new designers, and peer professionals through university portfolio reviews and hosting of shadowing events. Member of the Northampton Community College Design Committee which lends expertise to their design program.
- Helped grow several important accounts (Crayola and Olympus) which increased business, and elevated overall spend through enhanced pitches which successfully expanded design, print quality and photography aspects of their brands.
- Proven expertise navigating client issues and project scope changes which ensured positive engagements, effective partnerships, and improved relationships.

EXPERIENCE CONTINUED:

DISCOVER LEHIGH VALLEY | 2017

SENIOR ART DIRECTOR

- Responsible for all in-house creative projects, including on-brand collateral, business suite, and an award-winning press kit.
- Managed preflight and production for all projects. Consulted on printing techniques, timelines, and budgets.

LEHIGH MINING & NAVIGATION (FORMERLY SPARK) | 2009 – 2017

MANAGING ART DIRECTOR (2016)

- Responsible for all creative workflow within the agency, including matching, optimizing, and managing internal and external resources and expertise to the appropriate projects, improving quality, turnaround time, and client satisfaction while effectively managing expenses.
- Effectively managed the creative team, project management, and day-to-day operations from initial creative brief to completion. Assigned projects, resolved issues, provided art direction and advice on how to advance assignments. Ensured that everything left the agency according to our high quality expectations.
- Maintained peak client satisfaction through ongoing communication, superior service, and consistently exceeding expectations. Led collaborative brainstorming sessions, offered advice on effective budgeting, and partnered with vendors to complement our services as needed.
- Provided guidance on agency-wide processes and procedures, including handbook rules, project/budget estimation, rate assessments for job functions, file & server organization, and project approval processes.
- Effectively managed vendor relationships, including printers, proofreaders, freelance designers, photographers, videographers, and other resources, to ensure the smooth delivery of quality projects and services.
- Developed and coordinated agency teambuilding exercises, which fostered collaboration and enhanced morale (outings, lunch and learns, agency dinners, and company events).
- Engaged volunteer and mentor to developing designers, peer professionals, and small businesses through participating community stewardship programs, university portfolio reviews, creation and management of our internship program, including high school design competitions, hosting shadowing experiences, and offering advice on marketing and branding. Joined the Northampton Community College Design Committee to lend expertise to their educational design program.

ART DIRECTOR (2014)

- Oversight of art direction, design, and production for the agency's existing clients and creative staff workflow. Responsible for assigning projects to the creative staff, managing the project process, mentoring the creative team, vetting all creative resumes and conducting potential candidate interviews for the agency.

ASSOCIATE ART DIRECTOR (2010)

- Oversaw art direction, design, layout, and mechanical production for a number of existing clients.

ADVERTISING & GRAPHIC DESIGN PROFESSIONAL (2009)

- Responsible for the design, completion, and production of materials used in the Sands Bethlehem Casino Grand Opening.
- Consistently delivered exceptional results on tight deadlines.
- Upon successful completion of freelance projects for Spark, was asked to join the agency full time.

SWB&R | 2007 – 2010

ASSOCIATE ART DIRECTOR

- Designed full range of advertising campaigns, collateral, and websites.
- Extensive process experience from concept stage to full design of finished work.
- Collaborated well with senior art directors and copywriters.
- Managed independent projects, which included presentations to clients.
- Effectively managed tight deadlines, varied budgets, and global clients.
- Arranged and directed photo shoots.

EXPERIENCE CONTINUED:

LEHIGH VALLEY HOSPITAL & HEALTH NETWORK | JANUARY 2007 – MARCH 2007

ADVERTISING & GRAPHIC DESIGN INTERN

- Created various unique designs chosen for invitations, brochures, logos, and ads.
- Collaborated well with fellow designers and learned from seasoned professionals regarding efficient design and printing processes.

MESH SEMICONDUCTOR | MAY 2006 – AUGUST 2006

ADVERTISING & GRAPHIC DESIGN INTERN

- Excelled at creating promotional materials including flyers, brochures, and CD labels.
- Worked with minimal supervision, and collaborated well with all team members.
- Exhibited a high level of creativity, which was leveraged to identify, design, and establish a brand identity for a developing company.

HONORS & AWARDS:

- 2018 Silver ADDY Award | Olympus True to Life Event
- 2018 Silver ADDY Award | Discover Lehigh Valley Sales Kit
- 2017 Art Directors Club of Philadelphia Louix Award | Versum Branding Campaign
- 2017 Gold ADDY Award | Versum Tradeshow Booth
- 2017 Gold ADDY Award | Versum Branding Campaign
- 2017 Silver ADDY Award | Versum Brochure
- 2017 Silver ADDY Award | allianz, B. Braun Direct Mail
- 2016 Judge's Choice Award | Discover Lehigh Valley Annual Report
- 2016 Gold ADDY Award | Discover Lehigh Valley Annual Report
- 2014 Silver ADDY Award | Discover Lehigh Valley Annual Report
- 2013 Gold ADDY Award | Discover Lehigh Valley Annual Report
- 2013 Silver ADDY Award | Blue Menus

COMMUNITY INVOLVEMENT:

- Kutztown University Portfolio Reviews
- Northampton Community College Portfolio Reviews
- Temple University Portfolio Review
- Brewing the American Dream Speed Coaching through Samuel Adams
- Skills USA Advertising Design Competition
- Hosts ongoing High School and College Student shadowing experiences
- Created and hosted numerous internships for credit through Kutztown University

EDUCATION:

KUTZTOWN UNIVERSITY OF PENNSYLVANIA | 2003 – 2007

BACHELOR OF FINE ARTS, COMMUNICATION DESIGN

- Dual concentration in Advertising & Graphic Design
- Dean's List

References to be furnished upon request.