



Lisa Wittig

412.818.6349

lisa@lisawittig.com

3406 Foster Road
White Oak, PA 15131

PROFESSIONAL SUMMARY

Skilled and experienced brand, design and marketing professional with 30+ years experience planning, managing and designing effective marketing communications materials. Comprehensive experience developing exceptional relationships with clients and co-workers to provide creative solutions for digital and print projects. Proven problem solving and analytical thinking skills, with the ability to manage complex campaigns/projects. Dedicated leader with the capacity to produce in a collaborative, deadline-driven environment. Excellent communication skills focused on superior customer service.

*Portfolio may be viewed
at lisawittig.com*

EXPERIENCE

Wittig Creative

Creative Director

September 2019 - Present

- > Collaborating with clients, I provide strategic messaging and compelling design that aligns with the project or campaign's marketing objectives. Proficient in both print and digital media, I deliver innovative, concept-driven solutions that yield results.

Levy Industrial

Vice President, Creative

January 2003 - September 2019

- > Working closely with clients, established marketing goals and objectives and delivered proposals and plans that met their needs and budget.
- > Together with creative staff, was responsible for the conception, planning and execution of appropriate and visually appealing solutions for a variety of projects. Consistently met deadlines while managing multiple clients and projects.
- > As a primary point of contact with clients, successfully presented messaging, designs and campaigns while maintaining strong day-to-day relationships.
- > In addition to conceiving, designing and producing projects, managed a team of designers, copywriters and developers to produce effective marketing communications materials.
- > Created and managed budgets, media planning, production schedules and delivery of final materials.
- > To further enhance client success, maintained close relationships with trade publications, local/national media and vendors.
- > Managed and nurtured younger staff and interns to help fulfill their career objectives.

Levy MG

Art Director

June 1990 - December 2002

- > Met with clients to determine scope of projects based upon their strategic goals.
- > Designed and produced marketing materials with the creative team that fulfilled desired business objectives.
- > Coordinated art and photo direction, production, vendor selection and time/budgeting requirements.
- > Consistently met deadlines within budgets and with compelling, on-target creative.
- > Vetted and hired freelancers and vendors as needed.
- > As new media evolved, played a primary role in researching, developing and implementing additional digital services.

David A. Levy Industrial Marketing

Graphic Designer

February 1988 - May 1990

- > Utilized design and production skills to produce brochures, ads, catalogs and direct mail.



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HIGHLIGHTS

- > Over the course of six years, independently managed and collectively produced, on average, more than \$175K in annual income for a large industrial tooling and materials manufacturer.
- > Produced an award-winning campaign for a regional healthcare system including TV/Radio spots, service line marketing, traditional marketing and fundraising events. A 7% increase in website traffic indicated a higher level of brand awareness.
- > Successfully rebranded a regional business magazine and its editorial focus. As Art Director, redesigned it to be a more visually compelling publication. Our editorial team focused on soliciting relevant, interesting sources for articles, and ensured that all was submitted on-time. Readership increased 10% over 12 months.
- > Planned, managed and produced multiple projects for three of the company's top ten income generating clients. Projects included sales literature, websites, videos, ads, trade show displays, email marketing and presentations.

EXPERTISE

- | | |
|------------------------|--------------------|
| > Branding | > Photo Direction |
| > Marketing | > Print Production |
| > Strategy | > InDesign |
| > Concept Development | > Photoshop |
| > Print Graphic Design | > Illustrator |
| > Digital Design | > Acrobat |
| > Project Management | > Microsoft Office |
| > Account Management | > Google Docs |

Proficient in Adobe CC and MS Office

EDUCATION

BFA — Graphic Communications

Edinboro University of Pennsylvania