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- EDUCATION**
- Master of Science, Integrated Marketing Communication** July 2013
West Virginia University Morgantown, WV
- Bachelor of Science, Interactive Digital Media: New Media** April 2007
Minor: Agriculture Science
Northwest Missouri State University Maryville, MO
- EXPERIENCE**
- Marketing Manager, Hyatt Regency St. Louis at The Arch** July 2019 – Present
- Manages \$2.8 million marketing budget
 - Develops marketing tactics to meet business objectives and goals for multiple targets including group business, transient guests, and food & beverage clientele
 - Manages agency and vendor partnerships
 - Invests in sponsorship opportunities and media buying
 - Initiates and manages press releases
 - Designs graphics and writes strategic marketing copy for advertisements
 - Social media planning and execution for integrated marketing strategies across multiple platforms
 - Works with department directors to strategically adjust initiatives for the changing market landscape
 - Sets up and monitors performance of social ads, OTA (online travel agency) and other online ads
 - Captures and posts real-time content across social stories and posts
 - Oversees online presence on Hyatt website and all 3rd party listing sites
 - Tracks ROI and success metrics of all marketing initiatives and presents monthly to leadership
 - Creates and edits slideshows presented to ownership and top executives
 - Manages all creative, marketing budget and execution for annual New Year's Eve Celebration
 - Helps plan, execute and promote special hotel or client events for relationship building
 - Supports hotel operations team with guest communication and promotional offering suggestions
- Design & Communications Director, Fête Booth & Eye Candy Rentals** January 2019 – Present
- Brand development and management for cohesive experiences in all online, print media and interactive touch points
 - Research and development for innovative client offerings and business operations
 - Interactive and graphic design for websites, marketing collateral and social media campaigns
 - Market analysis and strategic planning for new promotions
 - Attends events for community relations and partnership opportunities
 - Develops strategic sales roadmap for prospect and client-facing email lifecycles & automated tasks
 - Designs custom photo overlays for each client event
 - Creates user interface graphics for a fully immersive branded photo booth experience
 - Maintains booking site with inventory, package offerings and pricing
 - Trade show set-up, marketing and sales
- Marketing & Creative Director, Perfect Wedding Guide** January 2017 – May 2019
- Created and implemented all marketing calendars and budgets
 - Designed graphics, wrote content and scheduled B2B and B2C email marketing campaigns
 - Effectively promoted and sold tickets for vendor and bridal events through branded paid social advertising, supplemental non-paid posts, online listings and area publications
 - Maintained strong social media and brand presence across multiple social platforms for 4+ markets
 - Monitored and interacted on all online platforms as need for optimal community management
 - Implemented company-wide systems & tools for communication, workflow and sales team efficiency
 - Cultivated communication between internal team and vendors in multiple markets through online presence and in-person networking events
 - Designed & wrote copy for all collateral along with communicating with printers to meet deadlines
 - Edited and designed biannual magazines in 5 individual markets
 - Utilized evolving online and social trends such as geofilters, animated stickers on GIPHY, etc.
 - Rebranded national company website along with supporting print and digital marketing collateral

Owner & Creative Director, Betsy N Co. Creative April 2005 – December 2018

- Created logos, marketing materials and strategic marketing consults for businesses
- Designed and maintained responsive websites utilizing Wordpress CMS and Wix
- Email campaign marketing including creative and copy
- Graphic design for wide variety of events including signage, handouts and photo overlays
- Worked directly with clients or planners to design custom wedding and event stationery
- Designed special event details to meet individual client needs and timelines
- Wrote optimized copy for marketing materials and websites
- Managed all parts of business including marketing, accounting and sales

Adjunct Instructor, Lindenwood University, St. Charles, MO August 2015 – May 2017

- Prepared lesson plans, syllabus, and class outlines to meet the course objectives for both undergraduate and graduate level courses
- Taught desktop publishing that covered Adobe software, design theory and printing techniques
- Instructed portfolio course for job search preparation and career success
- Evaluated student assignments, projects and exams with personalized feedback

Adjunct Instructor, The Art Institute of St. Louis, St. Charles, MO September 2013 – September 2015

- Prepared lesson plans, syllabus, and class outlines to meet the course objectives
- Taught graphic design classes that covered Adobe software, design theory, portfolio preparation and business topics
- Instructed a diverse population of traditional students, working adults and returning students with a wide variety of educational backgrounds and experience
- Evaluated student assignments, projects and exams with personalized feedback
- Studied design, business and software topics to stay current with trends and technology

Sportswear Marketing & Design Director, PAi Inc., Bourbon, MO March 2009 – August 2012

- Designed and developed numerous strategic marketing materials for outside sales representatives and customers including yearly catalogs, booklets, informational pages and promotional flyers
- Coordinated booth design and artwork for trade shows including merchandising booth and promotional handouts
- Supervised five production artists for the sportswear divisions- Oarsman 913 Sportswear, Kid N Me Sportswear and Midwest Graphics
- Initiated frequent communication between departments to ensure orders are completed accurately
- Created & managed the development of custom apparel seasonal lines for college, golf and resort markets for three sportswear brands
- Managed multiple project timelines including art lines, client accounts, and marketing while working with other designers and departments
- Reviewed files and press proofs before production on printed marketing materials
- Troubleshoot problems as they arose to produce optimized production artwork for manual & automatic screen print machines

Marketing Assistant, Hillermann Nursery and Florist, Washington, MO October 2008 – March 2009

- Produced in-store signage, promotional coupons, and marketing displays to generate new and repeat customer business
- Wrote copy for advertisements and editorial articles
- Planned promotional and educational events
- Speaker for educational seminars that satisfied the needs of customers

Production Artist, Paramount Apparel International, Bourbon, MO March 2008 – September 2008

- Generated t-shirt artwork as specified on orders from customers
- Prepared separations for artwork to be screened on shirts
- Oversaw all quick-turn military apparel orders
- Created custom apparel designs for college, golf and resort markets

Graphic Designer, Hummert International, Earth City, MO August 2007 – February 2008

- Designed pages for bi-annual 688-page catalog
- Prepared and coordinated marketing materials with other departments
- Updated company e-commerce site including adding product images and information

Adjunct Instructor, ITT Technical Institute, Arnold, MO June 2007 – August 2007

- Prepared lessons and taught three associate level multimedia and web design classes
- Evaluated student assignments, projects and exams with personalized feedback
- Instructed a diverse population of traditional students, working adults and returning students with a wide variety of educational backgrounds and experience

Graphic Design & Marketing Intern, YMCA of the Ozarks, Potosi, MO January 2007 – April 2007

- Created promotional print and website banner advertisements for various publications
- Analyzed reservation data to develop a precise marketing plan to target audiences
- Worked closely with other departments to develop and design necessary promotional materials
- Planned, setup and worked trade show events

PORTFOLIO elizabethfriedel.com

SOFTWARE **Adobe Suite, Design & Other Software:** Illustrator, InDesign, Photoshop, Acrobat Pro, Bridge, QuarkXpress, Dreamweaver, After Effects, Premiere, Lightroom, Flash, Director, Final Cut, iMovie, Microsoft Word, Microsoft Excel, Microsoft PowerPoint

Project Management, Social Planning, Email Marketing & CRM: Basecamp, Asana, HubSpot, Constant Contact, MailChimp, Hootsuite, Planoly, Plann, Sendible, IFTTT

WEB & CODE Wordpress, Wix, HTML, CSS, Action Script, JavaScript

INVOLVEMENT **Director of Communication**, Int. Live Events Association St. Louis Chapter (ILEA) 2020-2022 term

Member, Hospitality Sales & Marketing Association International St. Louis (HSMIAI) 2019-present