

LISA E. BECKER
@GMAIL

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310-779-1649

FROM THE CHARMINGLY RAIN-SOAKED RIVERFRONT
METROPOLIS OF PORTLAND, OREGON

IN A NUTSHELL:

- USES BOTH HER LEFT AND RIGHT HEMISPHERES OF THE BRAIN: ANALYTICAL AND PRACTICAL, YET CREATIVE AND INTUITIVE.
- PROFICIENT WITH MICROSOFT OFFICE AND THE ADOBE CREATIVE SUITE, AND PICKS UP NEW SKILLS OR PROGRAMS IN A SNAP.
- INGENUOUSLY INVENTIVE, WHETHER IT COMES TO BRAINSTORMING MARKETING TACTICS OR CREATING ANATOMICALLY-CORRECT OWLS OUT OF NOTHING BUT FOAM AND PAPER.
- LIKES: TRUFFLE MAC & CHEESE, DRAGONS, OUTDOOR MARKETS
DISLIKES: CLOWNS, CLOWN-THEMED PARTIES, EVEN MIMES A LITTLE BIT.

GLORIOUS EDUCATIONAL ESTABLISHMENTS ATTENDED:

FIDM

FASHION INSTITUTE OF DESIGN & MERCHANDISING

Associate of Arts Professional Designation
Degree, Visual Communications
GPA 4.0 President's Honor Roll
Courses Visual Presentation, Drafting, Color
Theory, Computer Rendering, Materials & Props.

LMU|LA

LOYOLA MARYMOUNT UNIVERSITY

Bachelor's Degree in Business Administration,
Emphasis Marketing
GPA 3.72, Magna Cum Laude, Dean's List



SEE PAGE TWO FOR EVEN MORE FUN-FILLED FACTS!

EXPERIENCE GALORE!

Cass & Merlune

➤ OWNER, CURATOR, DESIGNER: CASSANDMERLUNE.COM

| Proud Author of a whimsy-filled Lifestyle website, peppered with wit, as well as Owner of an online boutique specializing in rare vintage artifacts and handmade, eco-friendly mobiles.

PACIFICA

➤ MARKETING COORDINATOR, NOVEMBER 2011 *TO* FEBRUARY 2012

| Designed and implemented social media campaigns, wrote and followed up PR newsletters and releases with online and print media, various copy-writing and graphic design work.

CASIO

➤ MARKETING RESEARCHER, JANUARY 2011 *TO* NOVEMBER 2011

| Designed collateral using Illustrator or Photoshop, wrote copy and proofed online marketing campaigns then tracked response. Researched data and marketing trends for reports to Corporate.

Gerontological Services Inc.

➤ OFFICE MANAGER, JULY 2008 *TO* NOVEMBER 2010

| Designed and implemented various marketing campaigns and collateral, provided support to both executives and accounting, maintained office equipment, and arranged intricate travel plans.

proactiv SOLUTION

➤ ASSISTANT MARKETING MANAGER, JANUARY 2005 *TO* MARCH 2007

| Conceptualized and assisted in design of direct response promotions, wrote copy and proofed various collateral, trained customer service reps to maximize customer retention,

Mimi Donaldson

➤ MARKETING ASSISTANT, JULY 2003 *TO* DECEMBER 2004

| Organized and implemented marketing materials and newsletters, designed and modernized interactive Powerpoint presentations.

Sea Planes Inc.

➤ MARKETING ASSISTANT, AUGUST 2003 *TO* JANUARY 2004

| Formulated creative, low-cost marketing strategies to increase awareness, constructed and updated demographic analysis comparing effectiveness of various marketing tactics.

TABULA RASA ESSENTIALS

➤ SALES ASSOCIATE, JANUARY 2003 *TO* AUGUST 2003

| Established strong client base to exceed sales goals, maintained visuals of store and merchandise, customized gift baskets.

L.A. ART EXCHANGE

➤ DESIGNER, MAY 2002 *TO* SEPTEMBER 2002

| Designed tasteful framing for original artwork and arranged the gallery art in an aesthetic fashion to entice sales.

★ macys

➤ SALES ASSOCIATE, APRIL 2001 *TO* SEPTEMBER 2001

| Provided Customer service and suggestive selling, as well as maintained merchandise in an organized manner.

OTHER PROJECTS

ALIGN
TECHNOLOGY
FREELANCE
DEMONSTRATIVE
GRAPHIC ARTIST
2008

&

SAKS
FIFTH
AVENUE
5TH AVENUE
CLUB INTERN
2007