



## Elizabeth Wright

### SUMMARY OF EXPERIENCE

Detail-oriented and process-driven **Design Professional** with coding background. I have over 14 years experience as a freelance artist. My previous work history is heavily aligned in the creative field with emphasis on project management of broadcast television, website design and development, print, digital assets and radio. Proven success in leading cross-functional teams to meet marketing goals for Fortune 500 companies. Detailed planner and effective communicator. Strong and persuasive interpersonal and leadership skills.

- Lead process improvement
- Manage multiple cross-functional teams
- Build and maintain positive client and internal relationships
- Strategic thinker and analyst
- Ability to risk manage
- Creative problem-solver

### PROFESSIONAL EXPERIENCE

#### **FREELANCE GRAPHIC DESIGNER AND DIGITAL STRATEGIST**

**2006 – Present**

**Clients:** Prosperity Bank, Insuperity Inc., Phase II Window Treatments, other small businesses and individuals

- Concept and create branded experiences, ad campaigns, custom logos, websites, flyers, brochures and other marketing materials
- Develop strategic website recommendations for web/mobile to boost KPIs for online mortgage applications
- Wrote interview questions and story arc for 3-5 minute testimonial-style video produced for online and social media to increase reach of potential customers for mortgage loans
- Photoshopped over 1,000 images used in mobile application for window treatments

#### **INTOUCH SOLUTIONS, New York, NY**

**2019 – 2020**

**Clients:** Pfizer, Alnylam, Novocure, Bausch & Lomb

##### **Associate Director of Project Management**

- Built, trained and mentored team of 5 Project Managers
- Oversaw \$10M client portfolio, presented monthly budget reports and managed process improvement and adherence
- Increased revenue of portfolio by 50% for 2020 by assisting in identifying new business opportunities and development of strategy and request for proposals
- Presented quarterly staff plans and multi-million dollar budgets to executives and upper management
- Oversaw planning, design and web development of successful Day 1 and branded launch for a new FDA-approved drug including website, print, email, banners, Salesforce workflow with Project Manager and Web Development Team Leads
- Liaised with partner agencies, Greater Than One and Sentrix, for consistency in Alnylam messaging and look and feel for patient website, and implementing medical messaging and visual aid on GivlaariHCP.com
- Worked with internal media team on paid traditional and social media plans for Novocure's 2020 media strategy
- Recommended new Account/Project Management/Finance roles and responsibility process resulting in increased efficiency and productivity with internal teams
- Oversaw ongoing maintenance of custom mobile app resulting in optimized user experience for the Pfizer Madeline App
- Managed workflow and resourcing between project managers and SME teams: Account, Finance, Creative directors, Art directors, Copywriters, Web developers, QA/Testing, Business Systems Analyst, Campaign Relationship Management, SEO, Analytics, Social Media, Media, Medical Editors, Proofreaders, Medical Analysts

#### **VMLY&R ADVERTISING, (formerly Young & Rubicam), New York, NY**

**2016 – 2019**

**Clients:** Pfizer: Prevnar 13 Adult, Prevnar 13 Pediatric, Xeljanz UC

##### **Director of Project Management, 2018 - 2019**

- Managed and mentored team of 4 Project Managers that oversee Pfizer business for VMLY&R, over \$15M of revenue
- Provided weekly updates for staffing and resource needs to Chief Operating Officer
- Presented staff plans to firm executives and upper management, business unit heads

##### **Senior Project Manager, 2016 - 2019**

Managed multiple integrated campaigns for two \$9M-\$11M Pfizer accounts, Prevnar 13 for Adult and Pediatrics, and Xeljanz UC, leading to 12% revenue growth for Prevnar in the US from 2017, becoming the world's best-selling vaccine

- Worked closely with integrated team, oversaw successful completion of 6 national television commercials, 1 national print campaign, 1 testimonial digital video, 3 radio ads, and 4 in-office patient materials
- Developed SOWs, staff plans, estimates, project plans and timelines to ensure projects run on time and on budget
- Oversaw day-to-day delivery of assets by managing creative and production team resources
- Successfully managed multi-million dollar budget reports, lead monthly reconciliation meetings with clients and finance, year-end forecasting, provide monthly billing instructions for finance
- Managed risk to keep projects in scope and on time, and provide estimates and timing at time of incremental requests
- Managed and prepared OPDP and APLB submission packages including marked up annotations, references, etc.
- Prepared and performed submissions for Pfizer Medical, Legal and Regulatory reviews through the GCMA system
- Provided quality control excellence by engaging proofreading, medical editor for annotations for tagging/linking, marking up pdf with changes, matching claims to approved claims list
- Lead internal and integrated status meetings with partner agencies to ensure seamless integration and delivery

**RR DONNELLEY**, New York, NY

**2012 – 2016**

**Client:** Morgan Stanley

#### **Lead Marketing Project Manager, 2015-2016**

Managed creative design and production of firm-wide rebranding affecting all marketing materials globally resulting in increased interest and buzz in new look and feel

- Led team to research, test and develop 80-page branding guidelines and 30+ templates for print and digital collateral including brochures, resource sheets, posters and emails – over 600 hours in 6 months
- Managed rebrand of events collateral which includes own 36-page guidelines and 96 templates
- Presented to firm executives and upper management, business unit heads, agencies, and trained global creative teams

#### **Events Project Manager, 2013-2015**

Managed 20+ ongoing projects to successful and timely execution of projects from end to end ensuring quality standards

- Managed branding for premium events with \$100K budgets, very tight timelines, and 20+ components, including stage sets, web deliverables, brochures, printed invitations, signage, folders, letterhead, folded cards, etc.

#### **Project Manager, 2012-2013**

- Led team of 8 project managers and 20+ production members in company-wide rebranding effort of over 750 documents
- Created and analyzed reports for senior management affecting timelines, staff resources, workflows, and processes

**ADVANCED MICRO DEVICES (AMD)**, Austin, TX, and New York, NY

**2007 – 2012**

#### **Web Project Manager, 2010-2012**

Extensive experience in online communications for multi-faceted, high-traffic websites of 9M visitors/month.

Managed 200+ cross-functional projects and activities by engaging with business sponsors and production teams to meet standard team SLAs and keep production resources on schedule within agreed upon scope.

- Led 9 month \$1Bn major product launch for Global website implementation, lead cross-functional meetings of 12+ people, eCommunication, Eloqua and external agency deliverables resulting in 10% increased revenue in quarterly earnings

#### **Sr. Web Content Manager, 2007-2010**

- Created and maintained web properties such as www.amd.com using multi-platform content management systems
- Migrated over 3,000 pages from various sites onto the MOSS platform including over 20 regional implementations

### **EDUCATION**

**University of Texas at Austin**

- B.S. Advertising, Texas Creative and Texas Media Program

### **AWARDS & SKILLS**

- Team Pfizer's GCMA Compliance Corner Honoree, December 2017
- Y&R's Outstanding Employee Recognition Award, December 2017
- Adobe Creative Suite (InDesign, Photoshop, Illustrator), Figma
- React JS, Node JS, Express, MongoDB, MySQL, HTML, CSS, Javascript
- Mac & PC, Microsoft Office Suite, MS Project, MS Teams, MS Dynamics 365, Zoom, SharePoint, InsideTrack, Workfront, Veeva Vault/GCMA (Global Content Management Approval), Aura, PC Accpak / Donovan, Presto, Decideware, MOSS, Vignette, WordPress, Joomla, Taxonomy, Wiki Syntax, Sketching, Drawing, Painting, working Spanish