ELIZABETH NEWPORT

Ambitious and bold creative, trained in **design thinking** and **brand strategy.** Over 10 years of experience in delivering quality content, creating original **logos, brand identity systems** and **campaign creative** from concept to launch. Skilled in **web design, motion graphics,** and alternative **marketing solutions.** Interested in a challenging opportunity with room to grow.

EDUCATION

B.S. | 2010 - 2015 | West Virginia University
Davis College of Design
Design Studies Program: Design Thinking
Focus in Graphics, Sculpture & Ceramics

SKILLS

Adobe Creative Suite (Ai, Ps, Id, Ae +)
WordPress/Squarespace/WIX/Canva/Figma
Sprout Social/Meltwater/Hootsuite/AgoraPulse
Meta Ad & Business Suite
Prototyping/Human Centered Design
Design Thinking

HONORS

2023 AIGA Design Conference
2020 - 2022 NVR Podcast Discovery Team
2018 - 2020 NVR Corporate Engagement Committee: Graphics & Marketing Materials
2019 Ayurveda Meditation Instructor Certification
2018 NVR Distinguished Customer Service Award
2017 NVR Customer Service Rookie Award
2015 Senior Capstone Winner: UX Designer & Creator of "THE THINK ZOO" Organization
2012 Jon Scott Nelson Creative Writing Award

CONTACT

703-475-7102
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Richmond, VA
elizabethnewport.com

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

MADISON+MAIN | 2025 - PRESENT | RICHMOND, VA

- Art directed integrated marketing campaigns, translating creative strategy into original visual concepts, and designing all campaign deliverables including print, digital, web, and out-of-home advertising.
- Build rebrands from the ground up: Independently designing full brand identities from inception to completion including logo design, typography, color palettes, visual systems, and comprehensive brand guidelines,
- Lead client presentations and creative meetings, pitch original branding concepts, confidently communicate creative rationale, and foster client relationships.
- Manage various client accounts and creative projects concurrently in a fast-paced environment, while maintaining exceptional quality and attention to detail.
- Contribute to the growth of other designers and elevate the team's creative output.

GRAPHIC DESIGNER

LIFESPIRE OF VIRGINIA | 2023 - 2025 | RICHMOND, VA

- Client consulting for design needs; project management through to completion
- Designed all internal and external collateral; print, digital and web design
- Led and managed complete redesign of quarterly magazine publication with EIC
- Art directed org-wide photoshoots & video, collaborating with creative partners

MARKETING ANALYST (2021 - 2023)

NVR INC. | RICHMOND, VA

- Managed all Meta accounts for NVR brands, 500+ organic and paid ads
- Owned Google Review Program and online CX: ad analysis/marketing strategies
- Reformed company UGC Program to increase incoming organic content by 70%

SOCIAL MEDIA LEAD (2018 - 2021) Increased monthly social media influenced sales by 350%. *CUSTOMER CARE ASSOCIATE I/II (2017 - 2018)* Resolved customer issues with excellence; promoted to CS Level I + Onboarding Trainer within 90 days.

INTERIOR DESIGN COORDINATOR

ETHAN ALLEN INC. | 2015 - 2017 | TYSONS, VA

- Partnered with Lead Designer to increase average monthly revenue by 50%
- Launched 3D design services (3D Rendering/Animation/Digital & Print Marketing)
- Conducted empathy interviews with clients to determine needs for redesign

FREELANCE

CHIEF CREATIVE OFFICER (CCO)

Windsor Inspections LLC. | 2020 - Present | NYC, LI, and Westchester County
Full Branding Package, Logo & Website Design, Social Media & Marketing Strategies

WEB DESIGNER

Urban Kiln Ceramics | 2021 | Richmond, VA
Rebrand & Logo Proposal, Full Website Redesign, SEO

MARKETER

Maha Turkmani Designs | 2016 - 2018 | Tysons, VA/Remote
Branding Strategy, Graphics, Marketing Materials (Digital/Print) & Advertising