

# LISA WITLER

## EXPERIENCE

2013-PRESENT BROOKLYN, NY / ASHEVILLE, NC

**Director of Communications**  
**Midwood Development Corporation**

Develop and execute promotion strategies to broaden the impact of programs and services for mid-sized, New York City nonprofit. Maintain agency website, manage social media, design print and web ads and graphics, create email campaigns. I built and maintain [bestofmidwood.com](http://bestofmidwood.com) for the local merchants association.

1994-PRESENT NEW YORK CITY / ASHEVILLE, NC

**Freelance Graphic Designer**

**Adoratherapy, Bookspan, Fairview Town Crier, Golson Media, Grey Advertising, The Metropolitan Museum of Art, Pearson Education, Pet Gazette, Saatchi & Saatchi, Transportation Alternatives, WNC Woman, and others**

Design ads, brochures, catalogs, CD and DVD packaging, children's books, direct mail, identity, logos, magazines, newsletters, programs, textbooks, and web graphics.

2006-2014 NEW YORK CITY

**Head Coach**

**Team in Training (The Leukemia & Lymphoma Society)**

Created and implemented a 16- to 20-week training program. Instructed and motivated coaching staff and team members (ranging in size from 10-100 participants), culminating in completion of a half- or full marathon.

1999-2013 NEW YORK CITY

**Graphic Designer | The Securities Industry and Financial Markets Association**

1996-1998 NEW YORK CITY

**Studio Manager | Stollerman Design Studio**

1991-1994 NEW YORK CITY

**Art Director | VisionMonday (Jobson Publications)**

1988-1991 NEW YORK CITY

**Story Editor | Travel Agent Magazine (Fairchild Publications)**

A DESIGNER WHO  
CAN WIN A SPELLING BEE

KEEN COMMUNICATOR

Print Publishing Pro

*Savvy Social Media-ite*

## EXPERTISE

**Graphic Design**

Adobe Creative Suite:  
InDesign, Photoshop,  
Illustrator

**Website Creation/  
Maintenance**

Wordpress, Drupal,  
Square, Weebly,  
Google Analytics

**Social Media**

Facebook, Instagram,  
Twitter, HootSuite

**Email Campaigns**

Constant Contact,  
MailChimp

## EDUCATION

**University of**

**Florida** Magazine  
Journalism/Design

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