

LISA HARDEN-STONE, MBA

MARKETING SPECIALIST

As a marketing professional with extensive digital and print experience - I have spent the last eight years working in many marketing branding and advertising capacities with strengths in multiple levels of advertising design, website design, SEO/SEM, digital, and social media marketing.

EDUCATION

Master of Business Administration in Marketing

Western International University

Phoenix, AZ

October 2011

Relevant Coursework: Marketing Research, International Marketing, Supply Chain Management, Buyer Behavior & Sales Promotion, and E-Commerce Marketing

Bachelor of Arts in Commercial & Advertising Imaging

Brooks Institute

Santa Barbara, CA

April 2008

Relevant Coursework: Studio and On-location Lighting, Digital Imaging, Advertising, HTML Web Design, Graphic Design, Color Management, and Marketing Business.

SKILLS

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| Adobe Photoshop | ████████████████████ |
| Adobe Illustrator | ████████████████████ |
| Adobe InDesign | ████████████████████ |
| Adobe Acrobat | ████████████████████ |
| Adobe Flash | ████████████████████ |
| Microsoft Excel | ████████████████████ |
| Microsoft Word | ████████████████████ |
| Microsoft PowerPoint | ████████████████████ |
| WordPress | ████████████████████ |

CONTACT

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Marketing Production Specialist

CVD Equipment Corporation | Central Islip, NY | 2015 - 2018

- ▶ Maintain, design, and update content on multiple websites
- ▶ Maintain SEO metadata, keywording, and reporting
- ▶ Maintain and optimize Google AdWords campaigns
- ▶ Monitor website traffic and reports using Google Analytics
- ▶ Maintain website data and diagnostics with Google Webmaster Tools
- ▶ Visualize complex concepts and communicate them through illustration and graphic design
- ▶ Design print and digital literature, promotional, and advertisement materials using Adobe® CC InDesign, Illustrator, and Photoshop
- ▶ Produce and design graphics, logos, document templates, banners, posters, brochures, emails, etc.
- ▶ Design and distribute press releases and email blasts using Constant Contact
- ▶ Track lead generation, all ad campaigns, and ROI using Salesforce
- ▶ The Salesforce administrator and team liaison while holding the Mountaineer Rank and 30 badges in Trailhead.
- ▶ Photograph products for website and print literature and adverts
- ▶ Produce enhanced and modify photographs for print and production
- ▶ Organize and maintain a library of design work, templates, logos, print materials, and photos
- ▶ Organize, maintain, and track tasks and projects
- ▶ Create, update, and track corporate social media content

Marketing Communications Specialist

Sage Parts Plus, Inc. | Melville, NY | 2013 - 2015

- ▶ Met with sales and marketing staff to discuss communication requirements
- ▶ Created, designed, and reviewed product literature
- ▶ Created and designed product packaging and branding
- ▶ Researched, wrote, and developed concepts for marketing materials, website, and trade show graphics
- ▶ Developed and coordinated media packages including letters and brochures
- ▶ Developed direct marketing programs and monitor roll-out of all campaigns
- ▶ Developed, design, and coordinated all campaign advertising on all media levels
- ▶ Created, designed, and scheduled all email marketing campaigns
- ▶ Photographed and edited product images for print and website marketing purposes

Marketing Creative Director

Technical Tattoo Supply | West Babylon, NY | 2010 - 2013

- ▶ Designed product packaging, advertisements, point-of-purchase, and flyers
- ▶ Photographed products for print catalogue and the online store
- ▶ Designed and managed email marketing campaigns
- ▶ Administered website and e-commerce