

# ELIZABETH MCDONOUGH

CREATIVE DIRECTION  
BRAND STRATEGY  
OMNICHANNEL MARKETING  
EXPERIENCE DESIGN

lizmcd.design  
elizmcd@gmail.com  
518-810-1797

## RELEVANT EXPERIENCE

### Global Design Producer @ Lacy Maxwell Experiential Agency

APRIL 2024 - PRESENT • REMOTE (EXTENSIVE INTERNATIONAL TRAVEL)

Develop and execute 2D/3D concepts and creative for international experiential programs. Responsibilities include art direction and design, sourcing, on-site styling, and managing in-house and freelance production teams.

### Creative Consultant + Instructor @ Periplus Workshops

JUL 2022 - PRESENT • CRETE, GREECE

Develop curriculum, scope, and overarching theme and serve as an on-site instructor for a series of interdisciplinary design and creative residencies that generate sustainable innovation in rural communities within Greece.

### Experiential Marketing Manager @ Urban Outfitters

AUG 2022 - APRIL 2024 • PHILADELPHIA, PA (EXTENSIVE DOMESTIC TRAVEL)

Designed and produced 100+ omnichannel marketing campaign experiences that reflect the modern zeitgeist and positively impacted UO culture and business. Operating at the intersection of creativity, analytics, and strategy; I translated market and user insights into concept, creative, and physical and digital touchpoints. Further, oversaw production logistics and budget; communicated with talent and agencies; and strategized innovative promo plans that leveraged influencer and press relationships.

### Creative Producer @ Grove Collaborative

JAN 2020 - AUG 2021 • SAN FRANCISCO, CA + PORTLAND, ME

Oversaw 150+ editorial and product photoshoots to support asset needs company-wide. Executed brand books, visual storytelling guidelines, and served as Art Director on set to approve imagery. Generated creative briefs, designed workflows for bi-coastal teams, and managed a network of freelance production crew, agencies, and locations.

### Senior Specialist, Strategy + Innovation @ Etsy

JAN 2018 - JAN 2020 • BROOKLYN, NY + HUDSON, NY

One of six internal employees tapped to develop, incubate, and execute new products and services for buyers and sellers. Conducted qualitative and quantitative research plans; constantly re-evaluated data and metrics to optimize programs; and designed journey maps and insights reports to inform marketing campaign planning.

### Freelance @ Film, TV, + Commercial Production

OCT 2016 - JAN 2018 • NEW YORK, NY

Positions ranged from Second Assistant Director to Production Coordinator on feature films, TV shows, and commercial shoots. Managed relationships with, and logistics for, actors and agents; executed daily shooting schedules; managed budget, equipment, and crew needs; and oversaw a team of set and office PAs.

### Partnerships Activation Manager @ Tribeca Enterprises

FEB 2015 - OCT 2016 • NEW YORK, NY

Managed strategic corporate and nonprofit partnerships to support the Tribeca Film Festival. Partners included Chanel, Lincoln Motor Company, Samsung, Snapchat, and the presenting sponsor, AT&T. Executed contracts with cross-functional teams; conceptualized and produced partner-driven events and immersive exhibits; generated pitch and recap decks; and mentored seasonal staff.

### Jury Coordinator @ Sundance Film Festival

JAN 2013 - FEB 2015 • PARK CITY, UT

Served as day-to-day contact and Festival host for 30+ VIP jurors and guests. Fielded communication pre/during/post fest; produced special events including film screenings, deliberations, and award ceremonies; organized travel and accommodations; and managed dedicated Festival volunteers.

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## EDUCATION

**NYC Trash Academy**  
Sustainable Solutions Certificate  
APRIL 2024 • NEW YORK, NY

**The Periplus Project**  
Design Residency

JULY 2022 • KARDAMYLI, GREECE  
Invited to participate in a creative intensive focused on materials science, exploring opportunities to innovate around localized resources. I now serve as a creative consultant and on-site instructor.

**Carnegie Mellon University**  
MA Experience Design | GPA: 4.1  
MAY 2022 • PITTSBURGH, PA

- Design Merit Award
- Hambrose Fellowship
- Research Assistant
- Student Advisory Council

**The School of The New York Times**  
Content Marketing Certificate  
MAY 2020 • REMOTE

**Università di Studi di Camerino**  
Italian Language Certificate  
DEC 2010 • ASCOLI PICENO, ITALY

**University of Connecticut**  
BA Linguistics & Psychology  
AUG 2012 • STORRS, CT

## AWARDS

- Eva Jarose Award | Scholarship
- Best at Fest | Sundance Institute
- Leads with Optimism | Etsy
- Commitment to Craft | Etsy
- Best Bake Off Presentation | Etsy
- Design Merit Award | CMU
- Most Creative Costume | URBN

## ORGANIZATIONS

- AIGA | Member
- Creatives Want Change | Mentor

## SKILLS

### INDUSTRY

- Strategic Concept Development
- Creative Direction
- Visual + Verbal Storytelling
- Marketing Strategy
- Brand Building
- Event Production
- Experience Design
- Information Architecture
- In-Depth Research

### SOFTWARE

Adobe Creative Suite, Asana, Basecamp, Capture One, Figma, Final Cut Pro, Fusion 360, Google Workspace, Impira, Microsoft Office, Miro, Sharepoint, Sketch, Splash, Social Media Platforms

### FABRICATION

3D Printing, 3D Modeling, CAD, Ceramics, Dremel Tools, Embroidery, Laser Cutting, Papier-mâché, Paper Making, Sashiko Mending, Sculpting, Sewing, Soldering, Woodworking

## EXHIBITION RECORD

### **A Very Plump Rooster**

**Solo Exhibition**  
543 Gallery  
Philadelphia, PA  
JANUARY 2024 - MARCH 2024

### **Light & Shadow**

**Curve Gallery**  
Maryland Federation of Art  
Annapolis, MD  
DECEMBER 2022 - FEBRUARY 2023  
\*Two photographs selected