

Lisa Koroma

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Creative Manager

Experienced, passionate, and creative problem solver with a strong track record in delivering complex large-scale projects for external and internal customers. Ensures timely delivery through strategic planning and analysis with little supervision. Skilled, accountable project team leader who excels in communication, project management life cycle, and action item management. Proficient in risk assessment and change control. Collaborative and results-driven, equipped with excellent problem-solving, technical, and creative abilities. Bachelor's degree in design with 10+ years' experience. PMP® certification candidate.

KEY SKILLS:

Project Management | Creative Problem-Solving | Resource Allocation | Risk Assessment | Change Control | Timely Delivery | Team Leadership | Communication | Analytical Skills | Technical Acumen | Collaboration | Relationship Management | Adaptability | Business Partnership | Brand Identity | UI/UX Principles | Marketing Strategies | Graphic Design | Design Trends | Creative Direction | Open Communication | Leading and Managing Teams

EDUCATION AND TRAINING

Bachelor of Fine Arts in Design | Cornish College of the Arts; Seattle, WA

Web Development Certificate | Northern Virginia Community College; Woodbridge, VA

Digital Marketing & E-Commerce Google Certificate | Coursera (exp. December 2023)

UX Design Professional Google Certificate | Coursera (exp. November 2023)

PMP® Certification | Syracuse University (exp. December 2023)

PROFESSIONAL EXPERIENCE

Creative Director | Threadom®; Fully Remote

June 2019 – Present

- Develop and manage the overall creative direction, brand design, and marketing strategy for a data-driven e-commerce clothing company, as well as create and design graphics for product offerings, social media, email marketing, website graphics, and other visual mediums.
- Increased online sales by 20% consistently over a 6-month period through the development and implementation of a digital marketing strategy and optimization based on analyzing user behavior data and key metrics.
- Established the brand foundation, including designing brand guidelines to ensure consistency throughout all marketing materials and actively managing all brand assets and storytelling efforts.
- Oversee the advertising campaigns, analytics, key metrics, and social media coordination for the company, including developing and updating social media advertising campaigns and engaging with followers to answer questions and offer helpful information.

Communications Design Manager | National Industries for the Blind; Alexandria, VA

April 2013 – December 2019

- Provided oversight and guidance on external and internal communication strategies, integrated marketing, and promotional strategies for the nation's largest nonprofit employment resource for people who are blind.
- Supported the VP of Communications and internal marketing teams in developing the overall marketing strategy for the organization, departmental policies, processes, and procedures, identifying project risks, and ensuring the marketing plan aligns with nonprofit objectives and priorities.
- Coordinated and traveled to direct photo shoots in support of the marketing campaigns, quarterly magazine, and photo curation.
- Provided in-house design support and creative direction for digital and print production for creative concepts from ideation to finalization, directed the efforts of external designers in accordance with production schedules, and proofed and approved all internal creative content.

- Directed event branding and marketing strategy, working cross-functionally to organize rallies, team-building initiatives, and promote annual events with 700+ attendees and 75+ exhibitors.
- Leveraged collaborative partnerships with stakeholders to launch an integrated marketing campaign and designed messaging and creative for digital ads and a landing page, resulting in a 62% increase in the click-through rate and a 169% increase in landing page visitors.
- Implemented the use of project management software and trained team members, successfully saving the team time each month in generating reports.
- Led the design and production of product catalogs, working cross-functionally to streamline the catalog development process by integrating printed versions with the Oracle database, resulting in a 22% savings in production costs and minimizing the time needed for the catalog data update process.
- Successfully supported an initiative to become more eco-friendly, including collaborating cross-departmentally to reduce design materials and printing costs by 93% by transitioning key deliverables to digital platforms.

Creative Director | LK Designs; Fully Remote

January 2009 – Present

- Own and manage multiple, concurrent projects and design custom templates, including graphics, icons, logos, brand guides, brochures, websites, email marketing, social media posts, video editing, and presentation slides, for nonprofits to save on creative production time and costs.
- Coordinate effectively with multiple stakeholders, obtaining approvals, organizing project workflow and key project files, and providing status reports to help foster high levels of satisfaction and timely project delivery.
- Proficient in concept development, creative vision, layout design, and content creation to produce effectively integrated marketing graphics.
- Share examples and finished versions of work using common Microsoft applications, Adobe Creative Suite applications, Canva, and other design and remote-sharing tools to provide easy access to materials and minimize delays in the established production schedule.
- Continuously research design trends and evaluate multi-media marketing strategies to inform recommendations for clients, helping diversify service offerings to ensure that creative needs are effectively met.
- Effectively designs social copy and graphics, conducts scheduling, and tracks key performance metrics for all client social profiles.
- Audited company website traffic, performed website maintenance, and analyzed user behavior and key metrics to inform a redesign of social media graphics and copy strategy for a digital marketing campaign that resulted in a 31% increase in website traffic.
- Implemented a Facebook Ad campaign to generate awareness and improve market reach, resulting in a 7.5% increase in engagement rates, exceeding Facebook's average benchmark rate of 3.48% for advertisements.
- Designed a video meme and corresponding copy for a top-of-funnel advertisement for a brand awareness campaign on Facebook, successfully achieving a 108% engagement rate.

TECHNOLOGY SKILLS

Design Programs: Adobe Creative Cloud (Acrobat, Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, XD); Figma; Camstasia; iGrafX; Sketch; Canva; WordPress

Project Management Software: Microsoft Office (Word, Excel, PowerPoint, Visio); Google Workspace (Docs, Sheets, Slides); Smartsheet; Keynote; Microsoft OneNote; JIRA

Remote Collaboration Tools: Zoom; Miro; GoToMeeting; GoTo Webinar; Skype; Slack; Microsoft Teams; Dropbox; Google Chat; Google Meet; Microsoft SharePoint; Microsoft OneDrive

Programming Languages: HTML/XHTML; CSS; JavaScript