

## LIZ BATCHELDER

Creative Marketing and Communications Specialist

## SKILLS

Project Management  
 Professional + Technical Writing/Editing  
 Marketing Strategy + Creative Collateral  
 Graphic Design for Print and Web  
 Message/Content Management  
 Branding

## EDUCATION

B.A., Creative Writing, University of California, San Diego: 1997  
 M.F.A., Fiction, San Francisco State University: 2003

## SOFTWARE FAMILIARITY

Adobe Creative Suite 3 (Photoshop, Illustrator, InDesign, Acrobat)  
 MS Word, Excel, Powerpoint  
 Macromedia Flash 8.0  
 Macromedia FireWorks 8.0

## REFERENCES

Jessica Appelgren  
 Client Partner Director  
 Blue Practice  
 415.871.1662

Fran Hegeler  
 Development Group Manager  
 EDAW, Inc.  
 415.955.2952

Sally Rasmussen  
 Marketing Director (Former Supervisor)  
 Flad + Associates  
 608.232.4384

Amanda Walter  
 Director of Media Relations (Former Coworker)  
 AECOM  
 925.279.0591

Steve Snow  
 Marketing Director (Freelance Client)  
 ETwater  
 415.945.9254

Robert Cliff  
 Founder (Freelance Client)  
 Cliff Consulting, Inc.  
 510.530.7751

I love a challenge – particularly a complex, creative one. In my more than 10 years of professional experience, I have crafted effective communication and collateral for a wide variety of purposes, including marketing, advertising, and public relations. I consider engaging copy, accurate tone, and appealing graphics – whether print or interactive – to be vital parts of a successful message. I’m resourceful, adaptable, and independent, but I enjoy collaboration. I’m happiest when I’m learning from my project, team, or clients. I may very well be just what you need.

## PROFESSIONAL BACKGROUND

## Blue Practice

Creative Communications Director

TERM: October 2008 - Present

Serve as brand officiator as well as web designer/project manager and primary marketing contact for “green” marketing and public relations group. Past and current clients include Autodesk, William McDonough, EPS Corp, and Aurora Biofuels.

## EDAW, Inc.

Message Manager

TERM: 2004 – September 2008

In corporate headquarters of premier landscape architecture, urban planning, environmental, and socioeconomic services firm, wrote external and internal communications ranging from intranet content to white papers to published articles. Managed the buildout of company website, writing functional requirements and directing senior programmer and web developer’s work. Served as content manager for website, writing all copy and distributing updates across four-region webring (US, UK, Australia, China). Created Flash mailers for company events and holidays. Wrote introduction and several chapters of company monograph (currently in production).

## EDAW, Inc.

Marketing Manager

TERM: 2001 - 2004

Reporting to Marketing Director for San Francisco regional office, managed the production of proposals, presentation materials, and advertisements. Coordinated conference attendance and created targeted marketing collateral. Wrote marketing boilerplate and externally published articles and white papers. Worked collaboratively with Marketing Coordinator and Marketing Graphic Designer.

## EDAW, Inc.

Executive Assistant

TERM: 1999 - 2001

Supported two executives from different disciplines (landscape architecture and environmental planning) with writing, presentation, reporting, organization, and travel needs.

## Biohit, Inc.

Administrative Assistant

TERM: 1996 - 1998

Performed all order processing, shipping, and invoicing for lab equipment customers worldwide. Maintained several essential databases and filing systems, and edited correspondence and advertising copy. Responsible for all payroll and pension plan contributions, accounts payable, and accounts receivable. Provided monthly status accounting reports to parent company in Finland. Tested products (manual and electronic pipettes) for quality conformance.

William Gregory Polster, Attorney-at-Law  
Administrative Assistant

TERM: 1995 - 1996

Executed all monthly billing for a client base exceeding 750 law offices. Paid appearance attorneys and ran payroll for office employees. Scheduled court appearances. Devised and implemented new filing procedure for billing department. Compiled and distributed detailed audits of accounts to clients. Responsible for all accounts receivable functions and dunning.

#### SELECT FREELANCE EXPERIENCE

Blue Practice

Consulting Graphic Designer

TERM: 2007 - Present

Provided writing/editing services, Flash work, and presentation materials for "green" marketing and public relations group and its clients.

Cliff Consulting, Inc.

Consulting Graphic Designer/Branding Advisor

TERM: 2005 - Present

Rebranded firm's entire presence, including logo, company palette, stationery, and website look and feel. Created full suite of marketing collateral that comprises brochure and brochure add-ins as well as enclosing folder. Coordinated print production process. Continue to provide graphic design, editorial, and project management services for items such as mailers, recruiting brochures, and internal newsletters.

Studio eM

Flash Developer

TERM: 2007 - Present

Working with boutique interactive graphic designer, provided Flash banners as well as writing and editing services for websites.

ETwater

Consulting Graphic Designer/Project Manager

TERM: 2003 - Present

Within an existing brand, created a diverse suite of collateral materials, including brochures, advertisements, conference panels, and technical graphics. Designed product boxes and user guides. Provide editing, project management, and graphic design services on an ongoing basis.