



# Lisa Lee

COMMUNICATIONS DESIGNER



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Oklahoma City, OK

## EDUCATION

2024

### Certificate of Mastery, Digital Media Design

Oklahoma City Community College  
Oklahoma City, OK

2018

### Bachelor of Science, Communications

Mid-America Christian University  
Oklahoma City, OK

## PROFESSIONAL SUMMARY

Drawing from more than 15 years as a Communications Specialist, coupled with a Bachelor's degree in Communications, I offer a wealth of expertise in project oversight, marketing strategies, and cultivating collaborative partnerships. Currently advancing my skill set with certification in Digital Media Design, my proficiencies encompass adept management of visual assets, fluency in Adobe software, and a keen grasp of brand ethos. Demonstrating exceptional organizational prowess and time management acumen, I excel in delivering visually captivating projects while upholding rigorous quality standards.

## EXPERIENCE

### Corporate Communications Specialist

*From June 2023 to Present (GTT), Arlington, VA*

1. Document Management:
  - Orchestrated organization, cataloging, and rebranding of company's document library, focusing on consistency, accessibility, and brand alignment. Successfully rebranded over four hundred collateral pieces within nine months.
  - Conducted comprehensive quality assessments to ensure adherence to branding guidelines and company standards, maintaining a unified brand image.
2. Cross-Functional Collaboration:
  - Fostered collaboration with marketing, sales, legal, and product development teams to gather and update documents promptly to meet evolving needs.
3. Image Library Management:
  - Spearheaded maintenance, organization, and management of company's image library, implementing curation for optimized searchability and retrieval efficiency.
4. Branding and Design:
  - Utilized Microsoft Word, Adobe InDesign, and Adobe Illustrator to exclusively rebrand company charts, graphs, and guides, enhancing visual consistency and reinforcing brand identity.

## EXPERTISE

- InDesign
- Illustrator
- Photoshop
- Acrobat
- Jira
- MS Powerpoint
- MS Word
- MS Excel
- CRM Salesforce
- Project Management
- Digital Asset Management

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## SOFT SKILLS

- Time management
- Communication
- Attention to detail
- Adaptability
- Creativity
- Problem-solving
- Work ethic

## EXPERIENCE (CONTINUED)

### Marketing Resources Specialist

*From February 2018 to December 2022 (Jasco Products), Oklahoma City, OK*

1. Creative Content Development:
  - Generated creative ideas and crafted presentation materials for company meetings, media presentations, and internal communications.
2. Presentation Design & Maintenance:
  - Designed and maintained PowerPoint presentations for executive staff, utilizing Photoshop, InDesign, PowerPoint, and Excel expertise.
3. Cross-Departmental Collaboration:
  - Collaborated with executive team, human resources, marketing, and product development departments to disseminate up-to-date information and facilitate cross-departmental collaboration.
4. Brand Development:
  - Created style guides to ensure consistency in branding efforts across the organization.
5. Product Launch Support:
  - Produced new product information launch kits for internal and external marketing purposes, simplifying complex product information into accessible content for sales teams and buyers.

### Sales Services Specialist

*From March 2007 to January 2018 (Jasco Products), Oklahoma City, OK*

1. Sales Team Project Management:
  - Managed projects for the East Coast Division Sales Team, ensuring timely delivery of buyer meeting requirements and requests.
2. Cross-Department Coordination:
  - Coordinated with internal Jasco departments to meet project deadlines and align activities with organizational objectives.
3. Customer Documentation Preparation:
  - Prepared product spec sheets and new item setup sheets for external customers, ensuring adherence to customer requirements.
4. Customer Quoting and Contract Execution:
  - Generated customer quotes for external buyers and collaborated with finance and legal departments to finalize customer contracts.