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| LISA BIRD  Creative Director | 375 Highland Avenue NE #919, Atlanta Georgia  404.803.8295 | [birdlisa27@gmail.com](mailto:birdlisa27@gmail.com)  [Portfolio: www.vimeo.com/lisambird](http://www.vimeo.com/lisambird) |

**PROFESSIONAL SUMMARY**

**Award-winning designer**, producer, editor, photographer and videographer, with 15 years of experience in 2D motion graphic design and 3D animation. Talent for bringing fresh perspective to brands without losing original intent. Recognized for decisive leadership, strong management skills and the ability to face challenges head-on while making sound decisions under time-sensitive deadlines. Excel at project management, cultivating client relationships and motivating others. Highly organized, detail oriented, proven ability to improve procedures, processes and workflow.

**SPECIALIZED SKILLS**

**DESIGN:** Experience in brand identity, traditional and digital marketing strategies, advertising campaigns, creative direction, art direction, photography and videography direction, typography, design layout, style guide, traditional print advertising, social media design, web design and development, video production, motion graphic and video editing, sound and audio design

**STUDIO:** Experience in studio lighting and design, professional videographer and photographer, Canon 5D Mark III

**TECHNICAL:** Mac OS, Windows, Photoshop, Illustrator, InDesign, After Effects, Cinema 4D, Avid, Final Cut Pro, Premiere Pro, Microsoft Office; Working knowledge of WordPress, Flash, Dreamweaver, HTML, XHTML, CSS, Google Analytics, Google Trend, Word Tracker, Hootsuite, KPI Measurements, Site Analytics, Compete

**PROFESSIONAL EXPERIENCE**

**CREATIVE DIRECTOR –** Cornerstone Media Group  
April 2015 – Present  
Creative Marketing and Web Site Development Agency-  
Lead the development, design and production of sales-driving, brand extending and cross-channel campaigns. Manage own accounts and projects, work within budget and scheduling requirements.   
 **MARKETING COORDINATOR / PROJECT MANAGER –** Wesley International Corporation  
October 2014 – April 2015  
Electric Vehicle and Pallet Jack Manufacturing and Distribution Facility-  
Manage marketing budget, creative deliverables and freelance teams to lead all phases of national marketing campaigns, Increased quality and efficiency of marketing material by 75% as a result of developing in-house professional photography and video studios.  
 **BROADCAST DESIGNER –** WSB-TV / Cox Media Group  
February 2006 – October 2014  
Local Broadcast TV News Station-  
Supervise overnight designers, consult with cross functional teams, manage on-air sponsorships, update and maintained on-air systems, conceptualize and design still or animating graphics, manage multiple projects under time-sensitive deadlines.

**CREATIVE DIRECTOR / SR PROMOTIONS WRITER PRODUCER –** 13WMAZ-TV / Gannett  
August 2002 – February 2006  
Local Broadcast TV News Station

Transform production team into a top-flight creative function with a 100% record of meeting deadlines. Design positive working environments through goal-setting and rewards. Boost Commercial Production revenue by 20% in the first month as CD.

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| **EDUCATION**  **BACHELOR OF BUSINESS ADMINISTRATION** MAJOR: MARKETING Georgia State University Graduated 2012  **ASSOCIATE IN ARTS** MAJOR: PSYCHOLOGY Macon State College Graduated 1998  **TECHNICAL CERTIFICATIONS:**  **3D Animation Specialist | 3D Animator | Web Fundamentals** Central Georgia Technical College 2002 | |  |  | | --- | --- | | **AWARDS  AP Georgia Associated Press Broadcasters Association** | 2006 | | **Excellence in Broadcast** GAB Award | 2005 | | **Best of Broadcast** Addy Award | 2004 | | **Best of Broadcast** Silver Addy Award | 2004 | | **Excellence Award of the Year** | 2004 | |