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work experience

Director of Marketing + Creative // Goodfire Brewing // Portland, ME // 2024-Present

- Lead all creative and marketing for both Freeport and Portland locations with minimal budget/time—includes creative and social strategy, email marketing, copywriting, all design needs, photography, content creation, and public relations
- Design: produce merch, event posters, brewery signage, and newsletter
- Social content: produce all social media, including visuals and copywriting, produced three viral videos with more than 3 million combined views
- Public Relations: assist in event planning to increase foot traffic (our Wabanaki Alliance event doubled our record for weekend sales), pitch to local publications and respond to media inquiries, and monitor online conversations about the brand

Content Creator + Social Media Manager // Freelance // Goodfire Brewing // 2023

- Content Creation: developed and executed a content strategy that increased engaged accounts by 200% within the first month, photographed all beer releases/brewery events/food specials, wrote all social content caption copy, and produced high-quality photos/videos that boosted engagement rates by 25% over 6 months
- Social Media Management: managed organic social and paid Meta ads, analyzed metrics with a monthly social report, monitored industry trends to improve content

Designer + Strategist, Digital // Freelance // Grove Collaborative // 2022-2024

- Collaborated with creative directors, copywriters, and strategists to brainstorm then produce 10+ cross-platform social media posts per week (90% of designs exceeded 4% engagement rate goal), presented content to leadership 3x a week
- Served as a bridge connecting Grove's creative best practices with the social execution that fostered engagement and held key social metrics into account
- Consulted with design team on email campaigns to bring an understanding of user engagement best practices, responsive design principles, and user-friendly layouts

Senior Art Director, Social + Digital // MullenLowe // Boston, MA // 2020-2021

- Led development, execution, and ongoing management of social content for 3+ clients simultaneously—JetBlue, Burger King, and Angel's Envy Bourbon
- Produced short-form video content for Burger King JetBlue (JetBlue campaign covered by The Washington Post, Travel and Leisure, and more— plus 1 billion earned impressions worth \$1.8M, +36% increase in site traffic, Effie 2021 Finalist)
- Developed shot lists, directed shoots, and owned pre and post-production logistics

Social Content Designer // MullenLowe // Boston, MA // 2019-2020

- Produced JetBlue cross-platform social content from concept to execution (brainstorming, design, photography, animation, editing), including brand activation social extensions, product launches, monthly social calendar, and topical posts
- JetBlue: increased engagement by 55%, video views by 318%, and bookings by 24%, all with less than 1% of the marketing budget from 2019-2020
- Collaborated with strategists, copywriters, and clients to align creative direction with campaign goals for paid and organic social under tight client deadlines
- Designed social content campaigns for new business pitches during fast-paced sprints—successfully helped win Angel's Envy Bourbon and TJ Maxx accounts

relevant skills

Graphic Design
Adobe Creative Suite
Creative Strategy
Concept Development,
Team Leadership
Photography
Social Media Management
Canva
Capcut
Sketch
Project Management
Content Creation

education

Boston University //
College of Communications
• 3.9 GPA
• B.S. in Advertising
• Summa Cum Laude,
• Minors: Spanish +
Art History

other relevant work

Art Direction Intern //
The Fantastical //
Summer 2018

**Assistant Event
Coordinator //** AmfAR AIDS
Gala // 2016

Production Assistant //
Cannes Film Festival //
AA Productions // 2016

Graphic Design Intern //
Harpoon Brewery //
Fall 2018