



hello, my name is liz disalvo.

experience

Hallmark Cards 4/2022 - presently

Contract Visual Merchandising Designer

Grant Professionals Association 3/2020 - 3/2022

Marketing & Communications Manager

Planned and executed direct and email marketing campaigns and a weekly e-newsletter. Strategized and designed event websites and social media content, successfully increasing followers. Oversaw the publications committee and coordinated weekly volunteer authors.

Hallmark Cards 11/2000 - 6/2020

Contract Designer & Creative Planner (2016 - 2020)

Created product designs and sourced designs for future retail product lines in Gift Presentation and Greetings, Hallmark and DaySpring.

Greetings Designer (2003 - 2015)

Trend forward concept development, design and execution of greeting cards. Chosen as a mentor to new designers, teaching product workflow and providing guidance. I had a card featured in a national advertising campaign, and the honor of designing a birthday card sent by the VP of Human Resources to all employees one year.

Publications Designer (2000 - 2002)

Top to bottom art direction, design and execution of product catalogs. Actively partnering with product program leaders, editors, production designers and procurement on each catalog. I especially enjoyed working with the photo studio, including art direction and simple photo styling of the product presentation.

Muller + Company 10/1998 - 10/2000

Graphic Designer

Design and production work on advertisements, publications and corporate identities. Clients included the Mayo Clinic, Commerce Bank, Tivol and KC Friends of Alvin Ailey.

education

University of Missouri-Columbia 1994 - 1998

Bachelors of Journalism, Advertising & Minor of Fine Art, Graphic Design

Johnson County Community College 11/2015 - 2/2016

Web Design Certificate: html + css, Adobe Dreamweaver, Adobe Animate, Wordpress

proficient

Adobe Illustrator, Photoshop, InDesign, Acrobat, MS Excel, PowerPoint, Google suite

skilfull

html & css, WordPress, simple video editing

community interests

Girl Scouts adult member and troop leader

 (913)219-9806

 liz_disalvo@yahoo.com

 www.lizdisalvo.com