

LIZ BATTAGLIA CREATIVE

I'm a passionate Creative Director with over 10 years as Creative Director and over 20 years in hands-on design across multiple industries. Integrating proven marketing techniques with learned customer behaviors generates results that exceed expectations.

I am energized by crafting tailored messaging for target audiences, designing the customer journey, and directing all creative deliverables for print and digital media. I actively engage with clients, assess their needs, and present ideas that align with their goals – and the bottom line. I have a strong background in branding, UX design, and social impact, and I excel at inspiring clients, selling strategies and upselling relevant deliverables. What can I say – this girl loves the pitch!



EXL | Creative Director

August 2015 – December 2023 | Lambertville, NJ & New York, NY

- Engage with clients, assess needs, and design the customer journey which informs consumer response
- Integrate proven direct marketing techniques and data-driven insights into campaigns on behalf of Fortune 500 and 100 clientele
- Direct designers, copywriters, media planners, and web developers in daily efforts.
- Cross-promote and upsell ideas to clients by highlighting the intrinsic value for additional services
- Accountable for \$342M in billings comprised of both print and digital advertising
- Created a new brand from scratch acquired as an upsell from an existing client
- Credited with adding significant revenue and commended for saving our biggest client relationship

The Laurel Group | Senior Art Director

February 2014 - August 2015 | Hamilton, NJ

- Offered exceptional service to clients as part of a full-service branding agency that specialized in advertising, display design, POP, and FSO for highly-regarded brands in the personal goods and pharmaceutical sectors
- Engaged with brands including Johnson & Johnson (Listerine, Aveeno, Neutrogena, Band-Aid), healthcare companies such as Ortho Clinical Diagnostics, and pharmaceutical start-ups like AgNovos
- Generated and delivered comprehensive pitch presentations to secure new business or receive approvals from current clientele
- Reviewed existing brand guidelines and redesigned websites, digital marketing campaigns, and print collaterals
- Created exceptional print and package design for 9 top brands under the J&J banner



EXPERIENCE,
CONTINUED

Fitness & Wellness Professional Services | Marketing Director

August 2012 - February 2014 | Hamilton, NJ

- Developed marketing campaigns on behalf of hospital-affiliated health centers. Locations included Robert Wood Johnson Fitness & Wellness, Princeton Fitness & Wellness, and HackensackUMC Fitness & Wellness Powered by the NY Giants
- Created campaigns incorporating around the “whole health” of each member which served as the organizational vision
- Generated the marketing budget, allocated resources, and tracked expenditures
- Facilitated nine mergers with outside clubs, external partnerships, and organizations including the National Football League (NFL)

JCG New Media, LLC | Creative Manager

July 2006 - July 2012 | Fort Washington, PA

- Directed design, copywriting, and user experience for online marketing strategies on behalf of Fortune 500 insurance clients; offered effective client pitches and secured new business
- Partnered with renowned carriers including Prudential, Mutual of Omaha, AIG, Wellmark, and Blue Cross/Blue Shield to craft online marketing initiatives with a focus on profitability

A FEW OF THE BRANDS
I'VE WORKED WITH



Amica



Mutual of Omaha



aetna™



LENDINGPOINT



Johnson & Johnson

MetLife

COSTCO
WHOLESALE

AMA
INSURANCE

Haven
Life

Neutrogena®

MassMutual

USI
AFFINITY



Plymouth Rock

Patelco
CREDIT UNION

CareFree
INSURANCE SERVICES

TYLENOL



Allstate

LendingClub

Johnson's
baby

AgNovos
HEALTHCARE

BAND-AID®

LISTERINE

Ortho
Clinical Diagnostics

Benadryl

Princeton Fitness & Wellness
An Affiliate of Princeton Medical Center

HackensackUMC
Fitness & Wellness | POWERED BY THE
GIANTS



Carefree

