

ELIZABETH NEWPORT

Ambitious and bold creative, trained in **design thinking**. Experienced in delivering quality content from a highly successful 8+ yr career, creating original **graphics, written copy** and **visuals** for marketing on various platforms including **social media, web, and print**. Interested in a challenging opportunity with room to grow.

EDUCATION

B.S. | 2010 - 2015 | West Virginia University
Davis College of Design
*Design Studies Program: Design Thinking
Focus in Graphics, Sculpture & Ceramics*




SKILLS

Adobe Creative Suite (Ai, Ps, Id, +)
Design Thinking
UX/UI Web Design/WordPress/Squarespace/WIX
Sprout Social/Meltwater/Hootsuite/AgoraPulse/TINT
Google Analytics/YEXT/Trello
FB, IG, Twitter, YouTube, Meta Ad & Business Suite
Prototyping/Human Centered Design

HONORS

2020 - 2022 NVR Podcast Discovery Team
2018 - 2020 NVR Corporate Engagement Committee:
Graphics & Marketing Materials
2019 Ayurveda Meditation Instructor Certification
2018 NVR Distinguished Customer Service Award
2017 NVR Customer Service Rookie Award
2015 Senior Capstone Winner: UX Designer & Creator of
"THE THINK ZOO" Organization
2012 Jon Scott Nelson Creative Writing Award

CONTACT

703-475-7102 
newporthe@gmail.com 
Richmond, VA 
elizabethnewport.com 

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

LifeSpire of Virginia | 2023 - Present | Richmond, VA

- Client consulting for design needs; project management through to completion
- Custom logo designs, print ads, brochures, all internal and external marketing collateral, including website management
- Lead and managed complete redesign of quarterly magazine publication with EIC

MARKETING ANALYST (2021 - 2023)

NVR Inc. | Richmond, VA

- Manage all social media accounts for NVR brands, 500+ organic and paid ads
- Own the NVR Google Review Program and online CX: ad analysis/marketing strategies
- Reformed company UGC Program to increase incoming organic content by 70%

SOCIAL MEDIA LEAD (2018 - 2021)

- Increased monthly social media influenced sales by 350% through online engagements
- Manage NVR Social Media and Google Review Programs
- Approve and edit all organic content for monthly Social Calendars

CUSTOMER CARE ASSOCIATE LEVEL I/II (2017 - 2018)

- Onboarding & Development Trainer: Implement systems for integrating new employees into the workplace, in addition to one-on-one training practices
- Delivered excellent Customer Service by developing best in-class solutions to resolve customer issues; promoted to CS Level I within 90 days

INTERIOR DESIGN COORDINATOR

Ethan Allen Inc. | 2015 - 2017 | Tysons, VA

- Partnered with Lead Designer to increase average monthly revenue by 50%
- Initiated and led 3D design services (3D Rendering/Animation/Digital & Print Marketing)
- Conducted empathy interviews with clients to determine needs for redesign

FREELANCE

CHIEF CREATIVE OFFICER (CCO)

Windsor Inspections LLC. | 2020 - Present | NYC, LI, and Westchester County
Full Branding Package, Logo & Website Design, Social Media & Marketing Strategies

WEB DESIGNER

Urban Kiln Ceramics | 2021 | Richmond, VA
Rebrand & Logo Proposal, Full Website Redesign, SEO

MARKETER

Maha Turkmani Designs | 2016 - 2018 | Tysons, VA/Remote
Branding Strategy, Graphics, Marketing Materials (Digital/Print) & Advertising