



Email christineelzinga@mac.com

Portfolio <https://willtherebecoffee.com/>

LinkedIn Profile <https://www.linkedin.com/in/christine-elzinga-creative-pro/>

objective

I seek to leverage my deep institutional knowledge, diverse industry expertise, creative excellence, collaborative skills and passion for innovative patron engagement to advance the organization's creative vision while maintaining brand identity.

skills

Positive Team Member	Generative AI Certified	Digital Campaign Management	Project Management
Creative Problem Solving	Google Analytics Certified (GA4)	Content Creation	Corporate Branding
Marketing Strategy	Adobe Creative Cloud:	Facebook, Instagram,	Logo Design
Art Direction	InDesign, Illustrator, PhotoShop,	YouTube, LinkedIn	Collateral Material
Leader/Mentor	Lightroom, CameraRaw,	Photography & Photo Editing	Package Design
Strong AI Fluency	PremierPro, Firefly, Express	Video Production & Editing	Typography
Prompt Engineering	Mail2, WordFly, Hootsuite	Microsoft Word, Excel, PowerPoint	Copywriting
ChatGPT	WordPress	Customer Relationship Management	Vendor Relations

experience

3 YEARS: 2023-2026 Marketing Manager, Digital Strategist · Artis—Naples, Naples, FL

I lead marketing initiatives and drive brand awareness, engagement, and revenue growth with a strong focus on digital marketing strategies, content creation, project management, and analytics. I am responsible for developing and managing comprehensive digital and traditional marketing campaigns, managing social media advertising, analyzing performance metrics, developing advertising schedules, and collaborating with internal teams and external partners to optimize the marketing, advertising and branding efforts of the organization.

3 YEARS: 2020-2023 Marketing & Creative Director · Arts Bonita, Bonita Springs, FL

Creative direction, social media management, direct marketing, CRM data analysis, creative executions for email campaigns, print, digital, and multimedia platforms, budget allocation, media buying, copywriting, PR distribution, photography, and more.

12 YEARS: 2008-2020 Senior Graphic Artist / Photographer · Artis—Naples, Naples, FL

Partnered with creative director to determine stylistic and artistic direction of advertising campaigns. Strategized with the marketing team to guide emphasis of materials. Provided art-direction and support to other designers. Upgraded and implemented hardware and software for creative services team. Project liaison for colleagues and external vendors to establish clean creative concepts consistent with the corporate brand identity. Built and managed social media and digital media campaigns. Created annual report to the community video compilation of upcoming season events. Managed photography and videography needs, including in-house photography, editing photos and videos.

10 YEARS: 1998-2008: Senior Art Director / Production Director · Image Marketing Associates, Bonita Springs, FL

Directed creative team to achieve successful marketing strategies and designs for a variety of clients. Presented advertising campaigns to sales staff and clients. Directed and edited photography and video. Conceived and executed printed advertisements including newspaper and magazine ads, direct-mail pieces, perfect bound and stitched books. Created online marketing campaigns and website design. Conducted press checks on complex materials. Responsible for production management for the organization, including tracking billable hours for each assignment.

5 YEARS: 1993-1997: Graphic Artist · ADS, Portage, MI; Bryant Printing, Kalamazoo, MI; AM&A, Mount Dora, FL

Helped develop designs for small, powerful advertising studio with regional and international clientele. Projects included television, radio, newspaper, magazine ads and story board illustrations. Designed successful collateral materials for clients including brochures, posters, invitations, and specialty items. Promoted the organization via community event sponsorship, print and online advertising. Market research and analysis of survey data to steer advertising efforts.

education

Western Michigan University: General Studies, Digital Graphics & Fine Art Courses

Kalamazoo Valley Community College: Photography, Drawing & Sculpture Courses

Kalamazoo Institute of Art: Fine Art Courses