



Lori Ann Litz

Marketing Expert

CONTACT

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📍 Washington Township, MI

EDUCATION

**Bachelor of Science (B.S.) -
Business Administration,
Marketing**

University of Colorado

CERTIFICATIONS

Google Analytics (GA4)

Google Academy/Skillshare

Lean Six Sigma White Belt

AIGPE

Leadership Principles

Harvard University

Digital Marketing Analytics

Massachusetts Institute of
Technology

PROFESSIONAL SUMMARY

Entrepreneurial, performance-oriented marketing leader with strong record of success in designing, developing, and deploying successful brand and campaign strategies. Born to lead, connect, and create lasting impact with forward-thinking approach and solid business acumen. Highly responsive to changing market conditions. Pragmatic data-driven critical thinker with an eye for design.

EXPERIENCE

DIRECTOR OF CONFERENCES

2021 - Current

ACCESSIBILITY.COM

- Developed 100% annual virtual event schedule and content, including coordinating speakers, panelists, sponsors, and attendees.
- Drafted SEM-optimized pre and post-event marketing materials and content in a consistent tone and brand voice across multi-channel advertising campaigns.
- Facilitated registrations (128% of goal), executed events, and interacted with attendees to obtain feedback on events' quality and service levels (93% "Extremely Satisfied").
- Directed and coordinated sales team for sponsorships and directory packages, plus website advertising.
- Coached sales team on strategies to manage value messages, structure opportunities, and achieve 92% deal closures.

FOUNDER

2020 - Current

ONE22FOUR, LLC.

- Authored projects with 1224% creativity, speed and accuracy, utilizing exceptional layout and design skills, while managing multiple client's branding and deadlines.
- Implemented new ideas and tailored marketing plans for clients' company branding, promotional campaigns, and marketing communications.
- Designed 1224 keyword-optimized and unique creative content for copy, images, videos, social media, and websites.
- Attained new users and increased engagement to websites with professional, user-friendly designs, top-notch SEO-optimized content, and clean code for high-performance operation to 98% client satisfaction.

DIRECTOR OF MARKETING

2011 - 2021

QUORUM INFORMATION TECHNOLOGIES

- Prioritized target audience goals with polished, professional, and engaging marketing materials for each of 4 division's products.
- Conceived innovative marketing solutions collaborating with colleagues and senior executives.
- Supervised staff hiring, onboarding, coaching, and performance evaluations to meet KPIs and wider business goals.

SALES ROLES

2007 - 2011

DEALERTRACK TECHNOLOGIES | ADP DEALERS SERVICES

SKILLS

Strategic Planning

Leadership

Presentations

Communication

Channel Development

Multitasking