

# Lisa Reisman

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## Summary

Experienced in the creative development of internet, print and photo media as well as project planning and management.

## Experience

### **Owner, Lisa Reisman Creatives; Atlanta, GA — 1990 - Present**

- Site maintenance, planning, testing and building
- Information architecture reports
- Designing, developing and project research
- Print and photography work
- Clients include *Winship Cancer Institute of Emory University, Atomic Music Group, Focus Financial Solutions, Hospitality Education Foundation of Georgia (HEFG) and Fireball Studios*

### **Web Manager, ATL Scooters; Atlanta, GA — February 2008 - December 2008**

- Researched, planned and managed online store
  - Created new logo and collateral packages
  - Planned and redesigned web site\*
- \* *Company closed it's doors before new site could be developed.*

### **Art Director, Mad Dog Mail; Douglasville, GA — February 2006 - November 2007**

- Creative Department supervisor
- Employee management, project management and continuity management
- Created and produced persuasion mail for political campaigns
- Pre-press preparation and printer communication

## Non-Industry Experience

### **Artist Management of Local Bands; Atlanta, GA — 1988 - 1997**

- Ran daily business and kept financial records
- Maintained contact with label representatives
- Booked tours, tour managed and arranged conference showcases
- Arranged album production and oversaw distribution

### **Marketing, Midtown Music Festival; Atlanta, GA — January 2000 - July 2001**

- Created and executed marketing plan
- Oversaw ad creation, posters and radio spots
- Manage promotional tickets and in kind radio agreements

### **Asst. Conference Mgr, Atlantis Music Conference; Atlanta, GA — 1998 - 2000**

- Assisted in all stages and departments of event
- Wrote sponsorship proposals
- General office management

## Non-Industry Experience (cont.)

### Intern/Direct Marketing/On Air/Event Promotions, WNNX/99X FM; Atlanta, GA — 1997 - 1999

- Involved in all stages of event planning
- Coordinated direct marketing programs with sales department
- Created promotional materials for Freeloader program
- Co-host of *Locals Only* weekly show

## Skills

### General

- Information Architecture
- Planning and Research
- Print & Web Design
- Image Compositing and Retouching
- Interface Design
- Digital and Film Photography
- Team Management
- Interactive User Experience

### Software - Advanced

- HTML5/CSS3
- Coda/TextWrangler/UltraEdit
- WordPress
- OmniGraffle
- Aperture
- Pages/Numbers/Keynote
- iMovie/Garageband
- MS Office
- Adobe CS6: Illustrator, InDesign, Lightroom, PhotoShop, Dreamweaver, Bridge
- Acorn 4

### Software - Intermediate

- SEO Planning
- Photo Shoot Direction
- Quark 9
- Javascript
- iDraw
- JQuery
- PHP/MySQL
- Motion
- DxO Imaging
- Adobe CS6: Flash, After Effects, Fireworks, Premiere, Audition

## Education and Awards

The Art Institute of Atlanta, Atlanta, Georgia — Bachelor of Arts with Academic Honors

The Creative Circus Portfolio School, Atlanta, Georgia — Art Director Certification

American Association of Political Consultants Gold 'Pollie' Award for Democratic State Legislative Race — 2006

## References

Available upon request.