

# LIZZIE PUMA

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NEW ORLEANS, LA

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## WORK EXPERIENCE

SPARK BRANDING + DESIGN, New Orleans, LA

2025 – Present

### **Creative Director + Owner**

Led end-to-end brand and marketing design engagements for emerging and established brands, owning creative strategy, execution, and delivery across digital, print, and packaging while partnering closely with founders and marketing teams to build scalable visual systems that supported growth across e-commerce, retail, and social channels.

PUBLICIS GROUPE, New York, NY

2021 – 2025

### **Art Director**

Lead the concept development and execution of high-performing marketing assets, including email campaigns, direct mail, and social content across multiple clients and cross-functional teams. Strategically design A/B test creatives to boost engagement and improve email open rates. Craft visually compelling, brand-aligned designs that drive stronger consumer connection and contribute to measurable increases in sales.

BLINKJAR MEDIA, Baton Rouge, LA

2020 – 2021

### **Senior Graphic Designer**

Designed and produced digital and print marketing assets for diverse clients, ensuring brand consistency and performance across channels. Led creative strategy within the inbound marketing team across e-commerce, websites, social media, and integrated marketing initiatives to drive client growth.

VISUALLY SPEAKING, Baton Rouge, LA

2019 – 2020

### **Senior Graphic Designer**

Produced engaging content across multiple formats, including print materials and web design projects, tailored to meet the unique needs of each client. Led creative direction and developed long-term strategies for select clients, ensuring consistent and impactful branding throughout the year.

POOLCORP, Tampa, LA

2016 – 2019

### **Senior Graphic Designer**

Led the design, refinement, and execution of innovative promotional graphics across print, digital, and mobile platforms, ensuring all assets were both high-impact and production-ready. Championed quality control processes, consistently upholding design excellence and production precision across all deliverables.

## EDUCATION

**Bachelor of Fine Arts (BFA)**, Graphic Design, SAVANNAH COLLEGE OF ART AND DESIGN (SCAD), Savannah, GA

**Disney College Program**, WALT DISNEY WORLD, Orlando, FL

## SKILLS

Proficient in Figma, Adobe Creative Suite, Sketch, UX/UI, and illustration. Experienced in content development, leadership, and project management.