

ELIZABETH MCDONOUGH

CREATIVE STRATEGIST
ART DIRECTOR
EXPERIENTIAL PRODUCER
INFORMATION ARCHITECT

lizmcd.design

elizmcd@gmail.com

518-810-1797

RELEVANT EXPERIENCE

Experiential Marketing Manager @ Urban Outfitters

AUG 2022 - PRESENT • PHILADELPHIA, PA (WITH EXTENSIVE TRAVEL)

Operating at the intersection of creativity, analytics, and strategy, I design human-centric experiential-forward marketing campaigns that reflect the modern zeitgeist and positively impact the UO culture and business. Responsible for translating market and user insights into concept, creative direction, and physical and digital touch points. Manage production logistics and budget, project-manage cross-functionally, and strategize and implement innovative omni-channel promotional plans that leverage influencer and press relationships. Further, I have the immense privilege of spearheading special sustainability and social impact projects. Notably, I transformed discarded materials from our events into a 100-SKU capsule that sold out in 72 hours.

Creative Producer @ Grove Collaborative

JAN 2020 - AUG 2021 • SAN FRANCISCO, CA + PORTLAND, ME

Oversaw 150+ editorial and product photo shoots both on location and in studio to support asset needs company-wide. Generated creative briefs, designed workflows, managed projects with bi-coastal teams, and oversaw a network of freelance production crew, vendors, and talent agencies. Further, executed brand books and visual storytelling guidelines and served as Art Director on set to approve imagery.

Senior Specialist, Strategy + Innovation @ Etsy

JAN 2018 - JAN 2020 • BROOKLYN, NY + HUDSON, NY

One of six internal employees tapped to develop, incubate, and execute new products and services for buyers and sellers. Served as the team lead for research and insights; conducted qualitative and quantitative research plans; constantly re-evaluated data and metrics to optimize programs; and designed journey maps and feedback sessions to inform marketing campaign planning.

- Guiding Principle Award, Leads with Optimism 2019
- Guiding Principle Award, Commitment to Craft 2019

Freelance @ Film, TV, + Commercial Production

OCT 2016 - JAN 2018 • NEW YORK, NY

Positions ranged from Second Assistant Director to Production Coordinator on feature films, TV shows, and commercial shoots. Managed relationships and logistics for actors and agents; executed daily shooting schedules; managed budget, equipment, and expendables; and oversaw a team of set and office PAs.

Partnerships Activation Manager @ Tribeca Enterprises

FEB 2015 - OCT 2016 • NEW YORK, NY

Responsible for managing strategic corporate and nonprofit partnerships to support the Tribeca Film Festival. Partners included Chanel, Lincoln Motor Company, Samsung, Snapchat, and the presenting sponsor, AT&T. Executed contracts with cross-functional teams, conceptualized and produced partner-driven events and immersive exhibits, generated pitch and recap decks, and mentored seasonal staff.

Jury Coordinator @ Sundance Film Festival

JAN 2013 - FEB 2015 • PARK CITY, UT

Served as day-to-day contact and Festival host for 30+ VIP jurors and guests. Fielded all communication from jurors and agents pre/during/post fest; produced special events; coordinated film screenings, deliberations, and award ceremonies; organized travel and accommodations; and managed dedicated Festival volunteers.

- Best at Fest Award 2014
- Elected Council Member 2013-2014

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EDUCATION

NYC Trash Academy
Sustainable Solutions Certificate
IN PROGRESS • NEW YORK, NY

The Periplus Project
Design Residency

JULY 2022 • KARDAMYLI, GREECE

Invited to participate in a creative intensive focused on materials science, empowering rural communities, and identifying opportunities to innovate around localized resources. Featured by CMU [here](#). I continue to engage with this organization as a Creative Advisor and Instructor.

Carnegie Mellon University
MA Experience Design | GPA: 4.1
MAY 2022 • PITTSBURGH, PA

- Design Merit Award
- Hambrose Fellowship
- Research Assistant
- Student Advisory Council

The School of The New York Times
Content Marketing Certificate
MAY 2020 • REMOTE

Università di Studi di Camerino
Italian Language Certificate
DEC 2010 • ASCOLI PICENO, ITALY

University of Connecticut
BA Linguistics & Psychology
AUG 2012 • STORRS, CT

AWARDS

- Eva Jarose Award | Scholarship
- Best at Fest | Sundance Institute
- Leads with Optimism | Etsy
- Commitment to Craft | Etsy
- Best Bake Off Presentation | Etsy
- Design Merit Award | CMU
- Most Creative Costume | URBN

ORGANIZATIONS

- AIGA | Member
- Creatives Want Change | Mentor

SKILLS

INDUSTRY

- Strategic Concept Development
- Creative Direction
- Visual + Verbal Storytelling
- Marketing Strategy
- Brand Building
- Event Production
- Experience Design
- Information Architecture
- In-Depth Research

SOFTWARE

Adobe Creative Suite, Asana, Basecamp, Capture One, Figma, Final Cut Pro, Fusion 360, Google Workspace, Impira, Microsoft Office, Miro, Sketch, Splash, Social Media Platforms, Zoom

FABRICATION

3D Printing, 3D Modeling, CAD, Ceramics, Dremel Tools, Embroidery, Laser Cutting, Papier-mâché, Paper Making, Sashiko Mending, Sculpting, Sewing, Soldering, Woodworking

EXHIBITION RECORD

A Very Plump Rooster

Solo Exhibition

543 Gallery

Philadelphia, PA

JANUARY 2024 - MARCH 2024

Light & Shadow

Curve Gallery

Maryland Federation of Art

Annapolis, MD

DECEMBER 2022 - FEBRUARY 2023

*Two photographs selected