



## Elizabeth J. Shope

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### PORTFOLIO

elizabethshopedesign.com



### education

#### Moore College of Art & Design

Philadelphia, PA  
Web Design Certificate

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#### Drexel University

Philadelphia, PA  
BS Graphic Design  
*Cum Laude*

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#### Lafayette College

Easton, PA  
AB Psychology

### technology

Acrobat  
InDesign  
Illustrator  
Photoshop  
Premiere Pro  
Dreamweaver  
HTML / CSS  
JavaScript  
Kodak Insite  
Matchprint Virtual  
Microsoft Word  
Microsoft Powerpoint  
PageSuite  
Robohead  
WordPress

### awards

2015 21st Annual  
Communicator Awards  
*Silver Award of  
Distinction*

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2014 Aster Award  
*Gold*

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2014 Healthcare  
Advertising Award  
*Gold*

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2005 IN-AWE Award  
*Bronze*

Experienced art director, accomplished at creating compelling visual solutions through all phases of development and implementation for advertising campaigns, live events, executive presentations, retail marketing campaigns, and digital communications for leading brands and companies. Effective manager with strong communication, organization, and motivational skills who is proficient at leading project teams and managing vendors, while delivering on schedule and within budget.

### employment

#### Art Director | Circa Healthcare, Exton, PA | May 2015–current

- Partnered with multi-disciplinary teams to develop strategic solutions for various animal health companies
- Creative lead for Virbac exhibit at the 2017 NAVC trade show. This project involved concepting, designing, and directing videographers, graphic designers and a sculpture to create 4 looping kinetic type videos, 4 animated interactive "in the life of" presentations, 4 digital detailers, booth graphics, 3-D self mailers, room drops, and two life size Lego cat and dog giveaways
- Directed internal team in developing the Virbac 2016 Spring Fling promotion materials—this involved the creation of 6-ft POP display which housed brochures and a motion-sensored video player which featured an educational video about the flea life cycle. In addition, I consulted with an illustrator to create a 3-D floor cling that depicted a flea infestation. The goal was to incentivize consumers to speak to their veterinarian about SENTINEL SPECTRUM® for dogs
- Designed digital materials such as: e-Detailers for sales force iPad presentations; websites to educate and solicit donors; email blasts to keep sales force up to date, and banner ads to draw in consumers
- Updated Ark Animal Health logo and teamed with a copy writer to design and develop ArkAnimalHealth.com
- Refreshed Animalytix.net website and re-imagined logo for Mutual Rescue

#### Art Director | Freelance, Philadelphia, PA and surrounding suburbs | Mar 1997–current

- Managed work flow of concurrent projects to ensure deliverables were completed on time and within budget
- Developed time and cost estimates
- Partnered with outside vendors and secured competitive bids, negotiated pricing and contracts
- Handled photo retouching and color correcting from raw file formats to final art placement
- Projects included but not limited to:
  - ~ Art direction, design and production for 12 quarterly, custom, full-color publications including Lehigh Valley Health Network's *Better Medicine*—winner of the Gold 2014 Aster Award, Jefferson Hospital's initial *Quarterly Neurology Journal*, and Amerihealth Caritas's *VIP Healthy Views*—which included management of 7 versions
  - ~ Creative direction and copy writing for marketing materials and social media campaigns for local businesses
  - ~ Wordpress website management
  - ~ Art direction and design for Drexel University's Interior Design Exhibit—which toured Germany, Japan, and US
  - ~ Rx package design and production
  - ~ Trade show booth design for Celonova BioSciences' Embozene® Microspheres European product launch

*Clients: Amedra Pharmaceuticals, Arcadia University, BioCentric Inc., The Boss Group, The Creative Group, Debra Malinics Advertising, The Dorland Group, Drexel University, H4B Catapult, jwEinstein Strategic Messaging, Krames Staywell, Nexvel Solutions, Thomas J. Paul, Inc., Jefferson Hospital, Willie-Fetchko Graphic Design*

#### Senior Art Director | Thomas J. Paul, Inc., Rydal, PA | Sept 2007–Sept 2012

- Primary creative lead for all J & J Consumer sales and logistic assignments
- Key player in the evolution of the J & J branding of their Wound Care products from individual products to a united system; re-branding under the Systagenix name; brand launch development of SILVERCEL® Non-Adherent
- Collaborated with multi-disciplinary teams to strategically plan, test and design packaging and marketing materials for new biotech and pharmaceutical products, as well as Rx-to-OTC transition products
- Developed portal design for web-based interactive questionnaire
- Created original art for the marketing materials for the new brand ALTRAZEAL™ Transforming Powder
- Designed professional advertising, detail aids, application guides, trade show materials, trade circulars, POP displays, product brochures, promotional e-mails and other related consumer materials

#### Art Director / Manager | AXIS Healthcare Communications, LLC, Yardley, PA | Apr 2003–Sept 2006

- Managed designers, met daily to forecast work flow, provided mentoring and conducted performance reviews
- Collaborated with writers, project managers and account team to provide creative, strategically sound solutions for client, in-house and new business needs; specialized in creating domestic and global event materials
- Developed schedules, cost and time estimates for design, print and shipping for all team projects
- Reviewed quality of final product, packaged and delivered final deliverables to project managers or clients
- Worked virtually cross-office more than 60% of the time, as lead art director for our San Francisco office
- Provided die lines and final specifications for vendor printing and final product manufacturing

