

Lisa Horan

Results-Driven Creative Director, Brand Storyteller, & Leader
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CAREER SUMMARY

Accomplished creative leader with 20+ years of experience inspiring teams, developing world-class creative that pushes the boundaries and simultaneously delivers results. Adept at building solid relationships across all teams, mentoring creatives, and working collaboratively with clients to create successful campaigns. Proven ability to develop and institute effective processes that create efficiencies. Exceptional writing, communication, and presentation skills.

EXPERIENCE

Holiday Inn Club Vacations | Orlando, Florida

Senior Manager, Creative Performance Marketing | January 2021 – Present

- Built creative team from ground up, hiring, managing, and mentoring writers and designers at various levels
- Re-imagine and oversee creative content development across all channels – email, web, print, MMS, video, scripts, & social for all internal and customer-facing business units generating @\$75M
- Lead creative ideation process and brainstorming sessions throughout the project life cycle and customer journey from conceptualizing to message development to content strategy to execution
- Championed multiple marketing campaigns that yielded dramatically successful results, including increasing bookings by 250%, generating click rates of over 40%, and doubling forecasted leads
- Streamlined processes and fostered collaborative relationships between eCommerce, CRM, Strategy, Legal, and Project Management departments, which led to 200% increase in project completion in a single quarter
- Evaluate campaign performance and business results and develop effective solutions for improvements

Encore (PSAV) | Orlando, Florida

Senior Creative Producer | October 2016 – December 2020

- Conceptualized and directed all aspects of creative process for over 100 video, digital, AR, and multimedia productions for various big brands (E.g., Hilton, Fairmont-Accor, Marriott, Michaels) and major associations
- Drove creative process for innovative multi-media presentations that helped secure over \$10M in new/renewed contracts
- Pioneered, wrote, and pitched space activation initiative that helped save multi-million-dollar account
- Spearheaded, wrote, and produced travel documentary-style video series for major hospitality brand that boosted engagement stats and became company hallmark
- Led teams of writers, producers, designers, motion graphics artists, editors, and video crews and mentored junior-level creatives

PopMark Media | Orlando, Florida

Creative Director | January 2011 – December 2020

- Wrote and oversaw creative direction on strategic branding campaigns, video productions, and UX for major corporations, government agencies, entertainment organizations, and start-up clients
- Developed full marketing and branding campaign for business that yielded 30% increase in sales, expansion to additional regions, and award-winning TV ad campaign
- Partnered with upstart health organization to create all content, visual identity, and website

Studio Unknown Audio Post Production House | Baltimore, MD
Creative Director | January 2008 – December 2010

- Initiated, pitched, landed, launched, and wrote successful column in top industry magazine that generated national exposure and collaborations with major film clients
- Developed strategic marketing and communication plans that increased studio bookings
- Managed studio re-branding and created all marketing materials

TIVA-DC | Washington, DC
Associate Director/Writer/Editor | June 2000 – July 2007

- Oversaw day-to-day operations of organization
- Wrote, edited, and managed monthly revenue-generating publication
- Spearheaded and wrote all marketing materials and publicity plans
- Fostered strong relationship with board members, association members, vendors, and press

EDUCATION & CERTIFICATES

American University | Bachelor of Arts | Communication, Broadcast Journalism
Montgomery Media | Certificate in Non-Linear Editing

SKILLS

Adobe Creative Suite	Concept Development	PowerBI
Advertising	Content Creation	Presentation
AR Development	Copywriting/Creative Writing	Project Management
Art Direction	Creative Direction	Scriptwriting
Branding	Digital Media	Strategy Development
Budgeting/Forecasting	Editorial Calendar Creation	Team Leadership
Client Relationship Mgmt	Marketing Strategy	Video Production
Collaboration	Pitch Deck Development	UX