

LISA HORAN

Creative Services Director

Strategy-minded creative services director with 20+ years of experience leading effective creative teams, developing fresh creative across multiple platforms, building solid relationships with clients, and improving processes. Proven ability to lead and inspire creative professionals to produce work that drives results.

Work History

2021-
present

Senior Manager, Performance Marketing Creative

Holiday Inn Club Vacations, Orlando, FL

- Built a creative team from scratch, starting with one writer and designer and growing to a team of five writers/six designers
- Oversee marketing content creation for 5 customer-facing business units that generate @\$75M annually
- Developed creative digital campaign that helped increase event bookings by 250%
- Re-imagined a direct mail campaign that exceeded all lead and package goals with 197% of budget & forecast leads, 139% of budget packages, & 225% of forecast packages
- Led Creative Team to effectively improve work output and increase project completion by over 200%
- Built strong relationships with key stakeholders and clients

2016 - 2020

Sr. Creative Media Producer

PSAV/Encore, Orlando, FL

- Directed all aspects of creative process for video, digital, and multi-media productions for big brands (eg., Hilton, Fairmont-Accor, Marriott, Michaels)
- Managed teams of producers, designers, motion graphics artists, editors, writers, and video crews and mentored junior-level creatives
- Drove creative process for innovative multi-media presentations that helped secure over \$10M in new/renewed contracts

Contact

Address

Orlando, FL, 32819

Phone

301.325.9447

E-mail

lisahoran.lh@gmail.com

LinkedIn

www.linkedin.com/in/lisahorancreative

Website

www.lhcreative.com

Skills

Adobe Creative Suite

Branding

Budgeting/Forecasting

Content Creation

Copywriting

Creative Direction

Client Relationship
Management

Project Management

Strategy Development

Team Leadership

Video Production

UX

- Launched and pitched space activation initiative that helped save multi-million dollar account
- Spearheaded travel, documentary-style video series for major hospitality brand that propelled engagement stats

**2011-01 –
2020**

Creative Director

PopMark Media, Orlando, FL

- Managed and oversaw work of creative teams and production crews
- Wrote & developed creative marketing, editorial, and award-winning ad campaigns
- Spearheaded concepts for videos, oversaw video shoots, and managed post-production process

**2008-01 -
2010-12**

Creative Director

Studio Unknown Audio Post House, Catonsville, MD

- Developed strategic marketing and communication plans that led to press coverage
- Launched and wrote successful column in top industry magazine that generated national exposure
- Provided direction to team of designers, production assistants, and web programmers

**2000-06 -
2007-08**

Associate Director/Writer/Editor

TIVA-DC, Washington, DC

- Developed communications, marketing, and publicity plans
- Managed relationship with board members, organization members, vendors, and press
- Developed promotional plans for monthly meetings, award programs, and events

Education

Bachelor of Arts: Communication, Broadcast Journalism

*The American University, School of Communication,
Washington, DC*