

# Greg Elisha

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## EXPERIENCE

### **TruStage**

Senior Design Manager

### **MERGE Worldwide**

Brand Strategist

### **Three Lakes Creative**

Creative Services, Partner

### **Globalcom Inc.**

Brand Manager

### **IGA, Inc.**

Brand Manager

### **Foote, Cone & Belding**

Art Director

### **Leo Burnett Advertising**

Art Director

## EDUCATION

### **University of Texas**

BS in Advertising

## SKILL SET



Adobe Creative Suite



Adobe Workfront



Microsoft Office



Ceros

Seasoned marketing graphic design leader with 20+ years of experience in **branding and identity, layout design and typography, print and digital production**. Expertise in all aspects of the creative process, from conceptual development to final production.

- Creative strategist
- Adobe Suite expert
- Project management
- Social media marketing
- Print production
- Collaboration

## CURRENT WORK

### **TruStage** (*Insurance company providing financial services*)

Led a team of designers in the transformation of 4,200 brand assets across all touch-points, including collateral, presentations, ads, direct mail, and web experiences, while also providing project management and team mentorship.

## CREATIVE HIGHLIGHTS

### **MERGE Worldwide** (*Full-service marketing and advertising agency*)

Supported the CMO in establishing brand strategy and creative practices across 6 agency locations. Worked with senior executives to develop identity standards and methodology for company acquisitions.

### **City of La Porte** (*Northwest Indiana*)

Oversaw the design and execution of brand standards for the city of 23,000. Led creative development including logo, style guidelines, custom websites, social content, and print collateral. Other initiatives included design direction for vehicles, trail system signage, wayfinding signage, and branded wearables.

### **Ide Management Group** (*Skilled nursing and assisted living facilities*)

Led a team in the development and execution of brand strategy, brand identity, and the development of custom templated websites for 32 facilities. Created on-brand social content and print collateral to support various marketing programs. Produced video content for individual facilities and yearly awards shows.

### **Globalcom Communications** (*B2B telecommunications company*)

Key contributor to the company's successful launch by developing the brand strategy and identity system. Led a team of designers in the creation of collateral, digital content, websites, and trade show graphics. Managed print production process from conception to completion. Company's annual revenue increased to \$65 million with over 7,000 customers.

### **IGA, Inc.** (*National and international independent supermarkets*)

Developed identity standards for corporate and retail outlets. Launched first online presence and designed a template web program for IGA retailers. Led design staff that created content for various marketing programs offered to retailers. Developed and designed CPG advertisements for a monthly in-house trade publication. Designed graphics and collateral for a yearly award convention.

### **Wink Medical Aesthetics** (*Medical Day Spa*)

Oversaw brand strategy including logo, collateral, social content, and print collateral. Led designers and programmers in executing targeted campaigns using web, social, email, and traditional channels.