

ELENA DISABATO

CREATIVE DESIGNER | Chicago, IL US | emd@redkimono.com | [LinkedIn](#) | [Portfolio](#) | [Upwork](#)

SUMMARY + OBJECTIVE

Multifaceted Creative Designer with exceptional project management, graphic and presentation design skills. Conceptualizes, manages, and delivers cross-functional large phased and individual one-off projects in a wide range of practice areas. Agency and in-house creative + marketing department design experience for enterprise and small to medium B2B organizations. Strong layout, typography, color theory, file management, written + verbal communication skills. Adept at working remotely both independently and collaboratively with clients, executive leadership, project teams, key stakeholders, consultants, colleagues, and direct reports. Develops engaging internal and client-facing visual and written content for print and digital materials. Provides project management and design / production services for creative deliverables, including but not limited to:

- Sales Pitches + Proposals
- Brand Guidelines
- Template Design
- Firm Profiles + B2B Services Case Studies
- Signage
- Social Media - Visual and Written Content
- Presentations + Pitch Decks
- Brochures / Catalogs / E-Books
- Squarespace + WordPress Websites / SEO
- Videos / Storyboards
- Trade Show Collateral
- Design Consulting

Seeking a consistent remote role with a stable organization in any field where my skill set realizes mutual growth. Motivated and ready to learn within a diverse company where flexibility and organization are valued.

PROFESSIONAL EXPERIENCE

CREATIVE DESIGNER / PRESENTATION DESIGNER / WEB DESIGNER / CREATIVE PM
RED KIMONO DESIGN, INC. (S-Corp 2021) - Chicago, IL US - remote 09/2020 - Present

Designs, produces and manages multiple simultaneous freelance creative projects for B2B clients

- CREATIVE DESIGNER: Ideates and creates digital, print and video assets
- Presentations (sales and instructional), brand guidelines, graphics, logos, document templates / layout designs, company profile videos, and specialty projects
- Designs and optimizes [websites](#) in Squarespace and WordPress / Original branding (fonts, palettes, logos, graphics) - Squarespace Circle member / SEO
- Social media and PR strategy development and implementation
- Upwork freelancer: 5-Star Top Rated Seller for 3+ years, 100% satisfaction rate
- CREATIVE PROJECT MANAGER: Develops and manages phased project budgets, timelines, and resources
- Incorporates and reports revisions into project iterations, prioritizes workflows, and allocates appropriate resources to achieve organizational goals

MARKETING LEAD

APTUS - Chicago, IL US - remote / contract

12/2019 - 09/2020

Directed development, design, and production of marketing projects for 20-person US architecture firm

- Project managed and produced 100+ presentations and proposals for \$200M in construction cost of government and private design projects - 20% win rate during pandemic peak
- Triaged pandemic-related and legacy organizational processes to maximize operational efficiency
- Audited and updated UI/UX, visual and written content for company website via WordPress

MARKETING LEAD

A+C ARCHITECTS - Skokie, IL US - remote / contract

08/2018 - 04/2019

Conceptualized and created new marketing department to increase revenue 50%; PR + social media for local firm

- Designed and produced 15 presentations and proposals for private local clients via RFP/RFQ responses - 100% win rate, \$10M construction cost
- Designed and implemented corporate re-branding in 4 weeks with brand guidelines, logo design, template designs for all firm collateral, graphic design elements, and photography
- Wireframed, designed, and wrote company website - partnered with developer (launched post-contract)

MARKETING MANAGER / TEAM LEAD

DBHMS - Chicago, IL US - direct hire

02/2016 - 06/2018

Lead internal creative group and executed marketing / PR strategy firmwide across 5 US + 2 international offices

- Project managed and produced all sales and creative marketing efforts concurrently with \$50K annual budget, including 600+ proposals and presentations for +\$500M in construction cost / 65% win rate (35% above Engineering industry average for comparable sales efforts)
- Managed project teams with 20+ consultants and multiple internal stakeholders (C-suite, team leaders)
- Completed company re-branding in 3 months for all marketing materials, 500+ case studies, 50+ resumes
- Designed original and revised existing visual and written content for 7 disciplines in 6 practice areas
- Social media Corporate Admin / Strategy and implementation / Developed wireframes and scripts for YouTube and LinkedIn video content
- Editorial calendar management and placements for expert professional staff engagements

SENIOR MARKETING COORDINATOR

SMITHGROUP - Chicago, IL US - contract-to-hire in 4 months

08/2012 - 02/2016

Contributed at leadership level designing and managing multiple simultaneous sales and creative projects for 1,000-person firm at 80-person Chicago office, 40+ person internal creative department

- Managed \$100K annual budget for Chicago Marketing team for sales and marketing opportunities
- Created written and visual content for: press releases, case studies, professional resumes, website and blog posts, videos, signage, newsletters, e-blasts, Corporate social media posts (Facebook / Twitter Admin)
- SharePoint content management + UI/UX design
- Project managed, designed, wrote, and produced 1,000+ proposals and presentations for +\$1B construction cost of local, regional, national, and international projects via RFP/RFQ responses - 32% win rate (12% above AEC industry average for comparable sales efforts)
- Executed company re-branding and file / shared drive consolidation from corporate merger across 800+ Chicago marketing materials and sales presentations in 6 months
- Developed corporate-wide training presentations for social media, marketing processes and professional writing strategies

CREATIVE PROJECT MANAGER

WILLIAMS LEA TAG - Chicago, IL US - contract

05/2010 - 05/2012

Managed workflow, \$50K annual budget, and schedules for 6-person creative advertising agency / Client: AT&T

- Internal client-facing role managing 20+ simultaneous digital and print creative projects at various degrees of complexity, including print and digital ads, digital banner ads and e-blasts
- Oversaw and implemented 2 corporate re-branding efforts for all team creative assets
- Managed design and launch of 160-page client intranet site - original wireframe and content

EDUCATION

BACHELOR OF FINE ARTS - ILLUSTRATION (M) / ENGLISH LIT (m) | Syracuse University, 2000

LEED GREEN ASSOCIATE | U.S. Green Building Council (USGBC) | 2014 - Present

SOFTWARE

ADOBE CC | InDesign, Photoshop, Illustrator, Acrobat DC, Bridge, Premiere Pro + Rush

WEB DESIGN | Squarespace (Circle Member), WordPress

GOOGLE SUITE | Docs, Sheets, Slides, Forms, Sites

MICROSOFT OFFICE 365 | Word, Excel, PowerPoint, OneNote

SOCIAL MEDIA | Facebook, LinkedIn, Instagram, YouTube, Twitter, Pinterest

PROJECT MANAGEMENT | Asana, Slack, Trello, Microsoft Teams, Later, Hootsuite

FILE MANAGEMENT | SharePoint, OneDrive, Adobe Creative Cloud, Dropbox, Google Drive

CRM | Deltek Vision + Ajera, Zoho

SKILLS

Creative + critical thinker

Modern design aesthetic

Organized + detail-oriented

Right brain/left brain-balanced

Tech savvy + motivated learner

Dynamic team leader + organizer

Detail-oriented, big picture-focused

Empathetic + supportive colleague

CLIENT LIST *(references available upon request)*

AT&T

Papa Healthcare

Pineapple Audio

moss design

Dome Construction

Arlington Security

Sonny's Glass Tinting

Cosmedent

Getmilk Digital

Stepan

Empirical Prime

Stephanie Jensen Photography

Creative Life Counseling Services

Artemis Counseling

ACCL Chicago

Kate Glickman Therapy