



Elizabeth Andrewes

CONTACT

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SUMMARY

Multifaceted Creative Producer with a solid foundation in immersive design, experiential marketing, and multimedia production. MFA graduate, former IATSE department head, and part of the set design team on a Student Emmy-winning series. Results-driven with a passion for narrative-led experiences. Proven success in aligning creative vision and leading cross-functional teams to execute strategic initiatives across themed entertainment, education, museums, and healthcare industries.

EDUCATION

 Savannah College of Art & Design, June 2018

M.F.A. Production Design

- Summa Cum Laude, 4.0 GPA
- Selected as one of four graduate set designers for a Student Emmy-winning series.

 Chapman University, May 2010

B.F.A. Dance Performance

- Won Choreographer Award for immersive dance thesis, *Chues*, based on the board game.

EXPERTISE

- Creative Direction & Multimedia Production
- Event Strategy & Execution
- Brand Storytelling & Campaign Development
- Project Management & Budgeting
- Cross-Functional Collaboration & Team Leadership
- Multi-Channel Marketing (Google, Meta, PR, Social)
- Audience Engagement & Targeting
- B2B Marketing (Education & Healthcare)

SOFTWARE

- Adobe Suite • SketchUp (LayOut, V-Ray) • Vectorworks
- AutoCAD • Microsoft Office
- Google Workspace • Canva
- Google Analytics • Meta Ads Manager • Dropbox • Teamwork

WORK EXPERIENCE

The Longitude Dial, Concord, Massachusetts

Marketing Consultant & Curatorial Assistant, April 2024-Current

- Collaborate with founder on strategic growth initiatives—enhancing brand recognition, expanding audiences, and increasing site-specific sundial installations. Support curatorial work on museum collections, including Raytheon Technologies, ensuring objects are interpreted with historical accuracy and displayed to museum-quality standards. Design scaled models, labels, and custom mounts for horological and scientific instruments.

Surfside Kids Pediatric Dentistry, Richmond Hill, Brunswick, Hinesville, Georgia

Marketing & Creative Director, June 2020-March 2024

- Directed branding and events strategy, driving 108% revenue growth and a 72% increase in patients, while reducing state-based insurance plans by 85%. Led the design and launch of a \$2.1M thematically-designed pediatric office featuring an immersive under-the-sea environment. Produced integrated campaigns across Google, Meta, and live events—securing U.S. Army MWR sponsorships and building cause-marketing partnerships with Georgia Aquarium, Georgia Sea Turtle Center, and Oceana. Created and managed the region's only hybrid dental health education program, reaching 13,000+ students and contributing to multiple awards, including 'Best Pediatric Dentistry in Georgia' for three consecutive years.

I.A.T.S.E. Local 320 & 491, Savannah, Georgia

Set Decorator, Scenic Artist, Photo Stylist, Theater Technician, Member Since 2019

- Managed set design and decoration for film, live events, and televised productions—including *American Idol*, Animal Planet's *Puppy Bowl XV*, Hallmark Channel, JCPenney editorial photoshoot campaign, Broadway's *The Color Purple*, Lynyrd Skynyrd's *Farewell Tour*, CNN, and *Disney On Ice*. Oversaw procurement, fabrication, and installation of scenic elements, ensuring creative alignment, budget control, and on-time delivery. Led teams of fabricators and stylists, collaborating closely with directors, producers, and department heads.

Peabody Essex Museum, Salem, Massachusetts

3D Digital Modeler for Contemporary Artist, September 2018-February 2019

- Created 3D digital renderings for Vanessa Platadis's 2,700-square-foot permanent exhibition, *Taking Place*, at the Peabody Essex Museum in Salem, MA, translating artistic concepts into immersive spatial designs.

ThemeWorks, Inc, High Springs, Florida

Scenic Painter & Sculptor Internship, June 2018-August 2018

- Applied advanced fabrication techniques using materials such as Apoxie Sculpt, Habitat, polyurethane foam, PolyGem, and specialty paints (Mathew's automotive, Nova latex). Served as scenic painter and sculptor on high-profile projects including *Fantasyland* at Tokyo Disney and *Ripley's Believe It or Not!*