



ELIZABETH ANDREWES



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Professional Summary

Creative and results-driven marketing professional with a passion for brand storytelling, leading cross-functional teams, and delivering innovative solutions that drive business growth and operational efficiency. Skilled in developing and executing content strategies that align with brand objectives, enhance audience engagement, and maximize conversions. Experienced in creating both digital and print materials—including websites, billboards, banners, brochures, and social media visuals—ensuring brand consistency across all platforms. Recognized for enthusiasm, reliability, adaptability, and a strong problem-solving mindset, consistently delivering high-quality results.



Work History

2024-04 - Current

Marketing and Design Consultant

The Longitude Dial, Concord, Massachusetts

- Developing strategic plans for revenue growth, focusing on diversification and market expansion through improved brand recognition and customer engagement.
- Curatorial assistant for private collections working closely with the curator and museum staff to understand the historical significance of each item, ensuring that displays told compelling stories while maintaining the highest standards of conservation and presentation.
- Developed display stands tailored to the specific needs of horological and scientific instruments.

2020-06 -
2024-03

Marketing & Creative Director

Surfside Kids Pediatric Dentistry, Richmond Hill, Georgia

- Drove a 108% increase in cash receivables from \$2.4M in 2020 to over \$5M in 2024. Successfully reduced state-based insurance plans by 85%, improving financial efficiency and profitability.
- Led the design and construction of a new \$2.1M office, overseeing the selection of interior, exterior, and thematic elements to create a modern, patient-centric environment.
- Developed and implemented marketing strategies that became a benchmark in the industry, resulting in a 72% increase in new patient acquisition. Managed SEO, KPIs, and digital campaigns on Google and



Education

2018-06

MFA: Production Design

Savannah College of Art And Design - Savannah, Georgia

- GPA: 4.0

2010-05

BFA: Dance Performance

Chapman University - Orange, California

- Awarded Outstanding Senior Choreographer in 2010



Software

Adobe Creative Suite, SketchUp, LayOut, V-Ray, Vectorworks, AutoCAD, Microsoft Office



Skills

- Project management
- Creative team leadership and collaboration
- Content marketing strategy and social media management
- Brand identity & concept development

Meta platforms, enhancing online visibility and engagement.

- Strengthened company reputation by organizing high-quality events, including continuing education courses, sponsorships with the Army's MWR program, and an annual autism walk, fostering strong community ties.
- Conceptualized and launched the only regional dental health program, engaging over 13,000 students—growing from an initial 4,000—with in-person and online components.

2019-01 -
2020-11

Set Decorator, Scenic Artist, Photo Stylist, Theater Technician

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

- Led teams of 10-20 set dressers and fabricators, ensuring smooth workflow and the timely delivery of all set decoration elements.
- Spearheaded the design, selection, fabrication, and sourcing of set dressing materials to enhance the storytelling and atmosphere of each project. Applied an eye for detail and creativity to bring director's concepts to life while meeting production timelines and budget constraints.
- Fostered a collaborative environment by working closely with the film director and director of photography to ensure the alignment of visual aesthetics with the overall vision of each production.
- Managed set decoration budgets, ensuring that creative vision and financial constraints were balanced effectively. Oversaw the procurement of materials and coordinated with vendors and suppliers to stay within budget while maintaining high production value.
- Contributed to a wide variety of productions, including feature films, Hallmark movies, live events like *American Idol* and *Disney On Ice*, major corporate shoots for *JC Penney*, and high-profile concerts like *Lynyrd Skynyrd*.

- Campaign and budget management
- Data analytics & performance tracking
- Audience segmentation & targeting
- Copywriting
- Website and graphic design
- Digital & print advertising
- Event branding & promotion
- Strong organizational, verbal, and written communication
- Public speaking
- Community Engagement
- Technical Drafting
- Familiarity with legal agreements and contracts

2018-09 -
2019-02

3D Digital Modeler to Visual Artist

Peabody Essex Museum, Salem, Massachusetts

- Assisted visual artist and former SCAD professor, Vanessa Platacis, in creating 3D digital renderings of her 2,700 sqft ongoing exhibition *Taking Place* at Peabody Essex Museum in Salem, MA.

2018-06 -
2018-08

Scenic Painter & Sculptor Internship

ThemeWorks, Inc., High Springs, Florida

- Utilized fabrication techniques and processes; worked with materials, such as 2-part Apoxie Sculpt, Habitat, Mathew's automotive and Nova latex paints, as well as PolyGem products and polyurethane foam.
- Worked as a scenic painter and sculptor for iconic projects, including *Fantasyland* at Tokyo Disney and *Ripley's Believe It or Not!*.