

Liza S. Sivek

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Freelance Marketing Consultant

PROFILE

I am an experienced, success driven marketing professional that excels at creating engaging outreach and events with positive ROI. I am a proven team member who has stellar communication skills, meets deadlines and delivers results.

CORE SKILLS

- Expert audience engagement
- Office 365 and Outlook
- Social Media Campaigns
- Hub Spot
- Analytics and reports
- Social media and promotion calendars
- Eventbrite
- Squarespace, WordPress, Wix
- Email campaigns
- Generate content
- Constant Contact, MailChimp
- Shopify
- InDesign, Photoshop

Liza Sivek, Freelance marketing consultant

July 2018 to present

Create and manage events, email campaigns, marketing calendars, blogs and social media content. My recent clients have included a professional state nurse practitioner association, a middle market mergers and acquisitions company, a construction site cleaning company, and an electrical contractor business. My marketing portfolio has examples of my client work including email campaigns, newsletters and marketing materials.

Recent clients have included: A mergers and acquisitions company; a state nurse practitioner association; Licensed artist eCommerce build; Colchester Land Trust (pro bono); a financial wellness coach.

Robert T. Kroepel, Jr. D.M.D. P.C., Milford, CT, Marketing and Content Manager

Aug 2015-April 2018

Email and drip campaigns, patient outreach, website copy, communications. Launched new website, branding and patient communications software. Generated social media and email content. Increased new patient conversions by 150%+ in the first two years.

PerkinElmer, Inc., Shelton, CT, Client Support Team

Dec 2013 – Aug 2015

High-volume laboratory equipment B2B, on team that provided problem resolution and client support. Assigned to specialized client care teams; created a vendor communications methodology that was proposed as Green Belt Project.

BabyCatalog.com, West Haven, CT, Marketing and Content Manager

Dec 1994 – Dec 2012

Promoted from sales floor to retail store manager, and then to Sales and marketing manager. Content writing for the eCommerce site, social media, Google Ads and online advertising, Google Analytics, email campaigns and print materials.

EDUCATION

Manchester Community College, *Certificate in Marketing January 2020;*
A.S. in Business, expected graduation 2021, B.S. in Business, Digital Media Management, expected 2023

CERTIFICATES AND AWARDS

Google Analytics certified
Healthy Impact Award, Perkin Elmer, Inc.

ORGANIZATIONS AND ASSOCIATIONS

Colchester Land Trust, Colchester, CT *Board Member, Outreach Committee Lead* **Sept 2018-present**
Marketing the grass roots organization and managing social media, with a focus on outreach to the community, event promotion, fundraisers, conservation of open space and farmland. Elected to the board in July of 2019. Increased overall average attendance at monthly events by half in my first 4 months on the Board.

New Haven Reads, New Haven, CT **May 2014 – 2018**
Past PR Committee Chair and Past Literacy tutor; Team Captain, Annual Spelling Bee Fundraiser

Longmeadow Condominium Association Board of Directors, Milford, CT, *Past President* **Jun 2008 – Jun 2017**
Large complex (215 units) with an active board. My position required project management, budgeting, planning and chairing the annual and monthly meetings. Liaison to the Property Management company. I also developed the social media and communications with the owners. I dealt with FEMA, City of Milford Attorney, and several other departments at the city, state and federal level.