

ELIZA GREGORY

BRAND STRATEGY · GRAPHIC DESIGN · VISUAL STORYTELLING

CONTACT

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[Portfolio Site Link]



PROFILE

Creative professional at the intersection of design, marketing, and communications with skills ranging from graphic design to UI/UX, branding, and social media. Recognized for the ability to convey complex messages in a visually appealing way.



EDUCATION

Western Governors University
B.S. Business Administration
& Marketing
February 2024 - January 2026



SKILLS

Design Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Canva

Other Tools

Microsoft Products
Google Analytics
Facebook Blueprint
Claude Code



CERTIFICATIONS

Digital Marketing
Adobe Photoshop

EXPERIENCE

UI Designer / Graphic Artist

November 2023 - January 2026

Intagly Co. | Las Vegas, NV

- Designed and developed an intuitive, visually engaging user interface for the company website, improving user experience, navigation, and overall customer conversion
- Created interactive prototypes to communicate design concepts and functionality, enabling faster iteration cycles and more efficient collaboration with developers
- Partnered closely with the development team to implement design solutions, ensuring alignment with technical requirements and maintaining a cohesive, high-quality user experience
- Produced social media content, including branded graphics, educational reels, and time-lapse videos of top-performing products, driving significant audience growth and engagement across platforms
- Led visual content and digital presence efforts (website + social media + SEO), contributing to 80% of the company's revenue and a 5x increase in sales within 6 months
- Elevated brand visibility through consistent, strategic content creation, resulting in rapid growth in brand awareness and a stronger market presence

Marketing Coordinator / Graphic Designer

August 2024 - June 2025

Colliers International | Las Vegas, NV

- Designed and produced approved marketing assets, including brochures, pitch decks, and digital materials, supporting 100+ commercial real estate listings and driving increased property visibility and client engagement
- Developed branded templates and visual systems that improved consistency across marketing collateral and saved hours per project on recurring deliverables, increasing overall team efficiency
- Collaborated with 10+ broker teams to create compelling pitch materials that supported successful client presentations and new business acquisition
- Developed proposals and listing packages, ensuring high-quality, error-free deliverables and strengthening client-facing professionalism and brand credibility
- Streamlined organizational workflows and managed scheduling and asset coordination, helping the team meet tight deadlines and improve operational efficiency
- Executed email marketing campaigns and supported social media strategy, expanding audience reach, engagement, and exposure for listings and company updates

Marketing Coordinator

October 2023 - August 2024

MDL Group | Las Vegas, NV

- Designed and produced high-quality marketing pieces, including brochures, pitch decks, and digital assets, supporting commercial real estate listings and driving increased property visibility and client engagement
- Developed branded templates and social media content that enhanced visual consistency and brand identity, while improving engagement across digital platforms
- Gathered and analyzed market data into quarterly reports distributed via the company website, email campaigns, and social media, expanding the visibility of market insights across an audience of 1,000+ industry contacts
- Executed 100+ email marketing campaigns and social media posts that expanded audience reach and improved communication of key market trends and company updates
- Compiled company updates, new listings, and major deal activity into comprehensive presentations, improving internal communication and alignment across brokers and leadership

City of Las Vegas Intern

May 2022 - June 2022

Nevada Help Desk | Las Vegas, NV

- Earned certification in Adobe Photoshop, strengthening skills in digital design, visual storytelling, and content creation
- Designed and developed websites, posters, and marketing materials supporting community outreach efforts and improving accessibility of information
- Utilized tools such as Google Analytics and Facebook Blueprint to track performance and inform content decisions, gaining experience in data-driven marketing strategies
- Created visual and digital assets that enhanced user engagement and strengthened communication between the organization and the public