

# Greg Elisha

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## EXECUTIVE SUMMARY

Senior Graphic Designer with extensive hands-on experience in branding, layout design, and production across digital and print media. Expert at executing projects from concept through completion, collaborating closely with cross-functional teams, managing timelines and resources, and maintaining design consistency across all touchpoints. Passionate about creating visuals that clearly communicate a brand's message and connect with the target audience.

## PROFESSIONAL EXPERIENCE

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### Graphic Design Manager (Contract) – TruStage

October 2022 – November 2024

- Led a team of designers with hands-on involvement in a major rebranding initiative, creating over 4,200 assets for print, digital, and internal communications.
- Developed and designed a launch print campaign featured in industry magazines.
- Managed project assignments and fostered a collaborative environment across departments.
- Established weekly team meetings for mentorship, Q&A, and collaborative problem-solving.

### Senior Brand Strategist (Contract) – Merge

January 2022 – March 2022

- Collaborated with the Chief Marketing Officer to implement cohesive brand standards across multiple locations.
- Developed templates for social media, trade show booths, and print collateral.
- Conducted competitor audit guiding the development of a new website.
- Aligned messaging across six distinct companies during a major expansion.

### Partner, Creative Services – Three Lakes Creative

June 2008 – September 2022

- Co-founded and led a full-service marketing and design firm serving clients across healthcare, tech, financial services, government, consumer, and not-for-profit sectors.
- Developed brand strategy, identity systems, and templated websites for 58 assisted living facilities; created social media graphics, print materials, and video content for marketing campaigns and annual events.
- Designed and implemented brand standards for a city of 23,000 (La Port, IN), creating logos, style guides, websites, signage, vehicle graphics, and branded apparel.
- Provided strategic design direction and collaborated with developers on PHP and WordPress websites.

### Creative Director – Globalcom Communications

August 1999 – July 2008

- Developed identity and brand execution for a B2B telecommunications startup, scaling from 8 to 250+ employees.
- Designed digital assets, promotional campaigns, and evergreen collateral.
- Contributed to customer growth from zero to 7,000+.
- Maintained corporate website and created digital content.

### Creative Director – IGA, Inc.

March 1993 – July 1999

- Developed identity standards for corporate and retail outlets.
- Designed and launched the company's online presence with a customizable web template for IGA retailers.
- Contributed to the development and design of private label packaging for IGA's in-house brand products.
- Created marketing program materials and monthly CPG advertisements.

## TECHNICAL SKILLS

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- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere)
- Microsoft Office Suite (Word, PowerPoint, Excel)
- WordPress
- HTML & CSS basics
- Adobe Workfront, Asana (Project Management Tools)

## VOLUNTEER EXPERIENCE

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### **Creative Consultant – Rotary International**

*January 2024 – Present*

- Consulting on creative strategies to enhance brand visibility for community outreach initiatives.
- Designed promotional materials and digital assets to support event marketing efforts.

### **Mentor – Bridge Communities**

*October 2020 – October 2022*

- Provided mentorship to families transitioning out of homelessness, supporting life skills development and career readiness.
- Assisted mentees in setting and achieving personal and professional goals, contributing to their long-term stability.

### **Vice President & Events Chairman – Downers Grove Historical Society**

*September 2015 – November 2023*

- Planned and executed community events to promote local history and heritage, increasing public engagement.
- Led event strategy, logistics, and volunteer coordination, enhancing organizational visibility and fundraising success.

### **Marketing Creative Consultant – St. Joseph Catholic School**

*August 2004 – May 2018*

- Developed marketing materials to boost student enrollment and community involvement.
- Created branding, newsletters, and event promotions that strengthened the school's public image.

### **Mentor – Big Brothers Big Sisters**

*1993 – 1995*

- Served as a positive role model, providing mentorship and guidance to youth in need of additional support.
- Built strong, lasting relationships that contributed to mentees' personal development.

## EDUCATION

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Bachelor of Science in Advertising

University of Texas