

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

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

- 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

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

Bachelor of Science in Advertising

University of Texas

88 years

For 88 years, we've helped individuals and families build wealth and secure their future. Our commitment to excellence and innovation has made us a trusted partner for generations.

Confidence at Every Stage



A

rating for financial stability by AM Best

Delivering stability, trust and value to our clients is our top priority. Our A+ rating from AM Best is a testament to our financial strength and commitment to excellence.

Confidence at Every Stage



5900

financial partners

Partnering with you is our passion. We work closely with our financial partners to create personalized solutions that meet your needs and goals.

Confidence at Every Stage



30M

Confidence at Every Stage



\$1.8B benefits paid annually

Confidence at Every Stage



The power of Gen Z

The financial future of a generation determined by you



A generation eager to soar

Imagine growing up fully immersed in the digital world with an Instagram account set up in sixth grade — or even earlier.

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Let's bust some myths!

How well do you know Gen Z?

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Gen Z at work

As of 2019, 41% of Gen Zers working with a company are Millennials. This is a significant shift from previous generations.

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Partnership, marriage and family

Diverse approaches and challenges

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Help secure your retirement

Horizon® Retirement



Personal factors that affect retirement

The key to successful retirement planning is understanding the personal factors that affect your retirement.

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A new way to plan for retirement

Traditional retirement planning doesn't always take into account the unique needs and goals of today's retirees.

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A modern approach to diversification

Two building blocks of your portfolio

Confidence at Every Stage



The power of risk control

Managing risk is a critical part of any investment strategy. Our risk control solutions help you protect your investments and achieve your goals.

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Lock in the gain, lock out the loss

These days, when the stock market is up and down, it's important to have a strategy that can help you lock in gains and protect your investments.

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Risk control with history as a guide

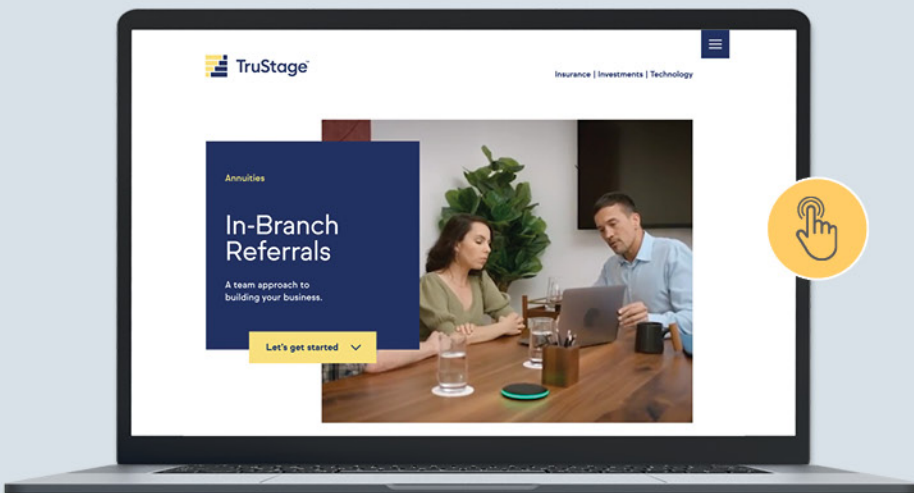
Let's take a look at our risk control history. Based on the performance of our risk control solutions, we have a strong track record of success.

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Confidence at Every Stage





TruStage™ Insurance | Investments | Technology

What Matters Now™

Six key take aways from the 2022 report

- 60%** of people want their children to achieve more financially than them.

This universal goal rises even higher for Native American (62%), Hispanic (60%) and Black (55%) consumers.
- 21%** of Native American, Native Alaska and Indigenous consumers say credit unions are their primary financial institution (PFI).

Demographic	Percentage
White, Not	16%
Black, Not	16%
Hispanic or Spanish	16%
Asian, Pacific Islander, Native Hawaiian	19%
Native American, Native Alaska, Indigenous	21%
Multiracial	14%

This signals a big opportunity for credit unions.
- 29%** of Gen Z and 36% of millennial consumers will have big interest in lending products over the next five years.

34% of millennial and 38% of Gen Z consumers are getting a loan rather than feel dissatisfied in being able to help others.
- 43%** of consumers say they check their accounts daily.

48% of millennial check out the online presence of a PFI before working with them.

Gen Z is least satisfied with mobile apps.

Demographic	Percentage
Gen Z	35%
Millennial	48%
Gen X	37%
Baby Boomers	22%
- Importance of PFIs giving back to the community is higher for:**

 - Black (57%)
 - Multiracial (49%)
 - Millennial (53%)
 - Gen X (47%) consumers

Consumers want their PFI to focus on:

 - Financial wellbeing
 - Education
 - Food
 - Security

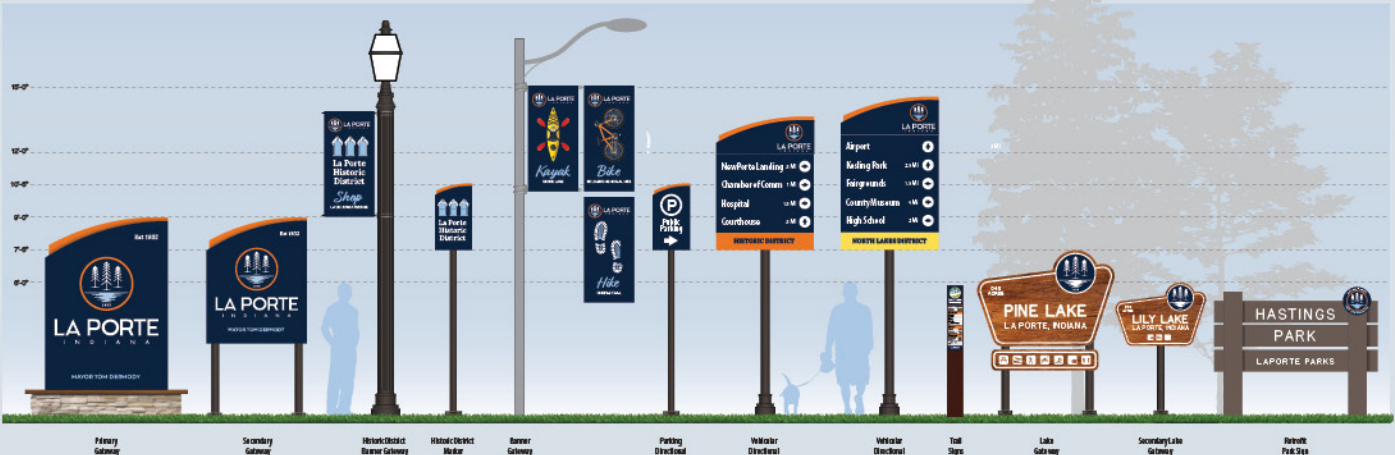
All people seen. All voices heard.

With multiracial and multigenerational consumers being the growing force, we need to understand all parts of their identities and serve them with intentionality.

Want to learn more?
Download our report today: www.trustage.com/whatmattersnow

All the data shown is sourced from TrustStage's 2021-2022 What Matters Now™ quantitative and qualitative research, conducted in partnership with Ipsos and The College Group.
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City of La Porte, Indiana





coolsculpting ELITE

Beach Body Forever.

20% OFF

Non-invasive Fat Reduction with New Contouring Staff Technology

✓ Submental Fat Reduction
✓ Love Handles
✓ Abdominal Fat
✓ Thighs
✓ Arms

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✓ Thighs
✓ Arms

Call for a free consultation 512.263.2400 WINKMED.COM

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Beach Body Forever and Ever.

20% OFF

Non-invasive Fat Reduction with New Contouring Staff Technology

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✓ Thighs
✓ Arms

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Make Your Skin Awesome All Summer Long WITH A LASER OR A PEEL

On the beach, get some sun-kissed skin. With HALO and the VECTRA, you'll have the best of both worlds. HALO is a non-invasive laser treatment that removes unwanted hair and improves skin texture. VECTRA is a non-invasive laser treatment that improves skin texture and tone. Both treatments are safe, effective, and have no downtime.

Call for a free consultation 512.263.2400 WINKMED.COM

Start 15 days before Christmas

ALL I WANT FOR CHRISTMAS IS A Beach Body Forever

100% of patients treated with Elite have seen results in 30 days.

coolsculpting ELITE

Non-invasive Fat Reduction with New Contouring Staff Technology

✓ Submental Fat Reduction
✓ Love Handles
✓ Abdominal Fat
✓ Thighs
✓ Arms

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halo

Remove the glow that last. Tone and smooth skin. HALO is a non-invasive laser treatment that removes unwanted hair and improves skin texture. HALO is safe, effective, and has no downtime.

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✓ Abdominal Fat
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✓ Arms

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Do it now and be ready for the holidays

See results within 30 days

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BOTOX

soften forehead lines, crow's feet and frown lines

wink

COOLTONE

tone muscles with magnetic stimulation

wink

MICROBLADING

Make your brows to wow

wink

ULTRATHERAPY

lift and tighten the neck and more

wink

VOLUMA

add volume and lift to cheeks

wink

