

Greg Elisha

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EXECUTIVE SUMMARY

Creative marketing leader with extensive experience overseeing brand strategy, creative execution, and multi-channel marketing initiatives across digital, print, social, experiential, and internal communications. Proven ability to balance hands-on design with team leadership, creative direction, and production oversight. Recognized brand steward known for establishing visual standards, mentoring creative teams, managing complex workflows, and collaborating with cross-functional partners and external vendors to deliver cohesive, high-quality creative solutions aligned with business objectives.

PROFESSIONAL EXPERIENCE

Graphic Design Manager (Contract) – TruStage

OCTOBER 2022 – NOVEMBER 2024

Reported directly to the Chief Marketing Officer

- Led and mentored a multidisciplinary creative team of 12 designers and 2 writers, maintaining hands-on involvement during a large-scale enterprise rebrand.
- Directed the creation and deployment of 4,200+ on-brand assets across digital, print, social, and internal channels within a two-year delivery window, completing the full scope one month ahead of schedule.
- Owned visual brand governance and creative quality control, establishing and enforcing brand standards across all touchpoints at scale.
- Partnered closely with the CMO and marketing leadership to translate campaign objectives and business priorities into effective, on-brand creative solutions.
- Managed creative workflows, schedules, resourcing, and priorities across multiple concurrent initiatives in a fast-paced environment.
- Provided clear creative direction, constructive feedback, and final approvals to maintain visual cohesion, quality, and timelines.

Senior Brand Strategist (Contract) – Merge

JANUARY 2022 – MARCH 2022

Reported directly to the Chief Marketing Officer

- Partnered with the CMO and executive leadership to implement cohesive brand standards across multiple business units and locations.
- Developed scalable design systems and templates for social media, trade shows, print, and internal communications.
- Conducted competitive and brand audits that informed positioning and guided the development of a new corporate website.
- Aligned visual identity and messaging across six companies during a major expansion, improving clarity and consistency across marketing channels.

Partner, Creative Services – Three Lakes Creative

JUNE 2008 – SEPTEMBER 2022

- Co-founded and led a full-service creative and marketing firm, overseeing brand strategy, creative execution, production workflows, and client relationships.
- Served as creative director and brand steward for clients across healthcare, financial services, technology, government, consumer, and not-for-profit sectors.
- Led and managed a cross-functional team of one designer and three programmers, aligning creative vision with technical execution across web and digital platforms.
- Developed brand identities, design systems, and templated websites for 58 assisted living facilities, ensuring consistent application across digital, print, signage, and environmental media.
- Led comprehensive branding initiatives for a municipality of 23,000 residents, including logos, style guides, websites, signage, vehicle graphics, and branded apparel.
- Managed external resources including freelancers, printers, and agencies to support production needs and timelines.

Creative Director — Globalcom Communications

AUGUST 1999 – JULY 2008

Reported directly to the Chief Executive Officer

- Led brand identity and creative execution for a B2B telecommunications startup, supporting growth to 7,000+ customers.
- Managed and mentored a team of two designers, providing creative direction, feedback, and quality control.
- Provided creative leadership during company expansion from 8 to 250+ employees, producing digital assets, campaigns, and evergreen marketing collateral.
- Ensured brand consistency across marketing materials, internal communications, and the corporate website.

Creative Director — IGA, Inc.

MARCH 1993 – JULY 1999

Reported directly to the Chief Marketing Officer

- Developed and maintained corporate and retail identity standards for a national grocery brand.
- Managed and mentored one designer, providing creative direction and production oversight.
- Led design and launch of IGA's early online presence, creating customizable website templates for independent retailers.
- Contributed to private-label packaging, retail marketing programs, and monthly CPG advertising.

SKILLS

Creative Leadership & Brand Governance

Brand governance • Creative direction • Visual systems • Quality control • Team leadership & mentoring

Design & Production

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere) • Multi-channel design •

Art direction for photography and multimedia

Project & Workflow Management

Creative workflows • Resource planning • Adobe Workfront • Asana • Vendor & agency collaboration

Web & Business Tools

WordPress • HTML & CSS fundamentals • Microsoft Office Suite

VOLUNTEER & COMMUNITY LEADERSHIP

Creative Consultant — Rotary International | 2024–Present

Creative strategy and asset development for community outreach initiatives.

Vice President & Events Chairman — Downers Grove Historical Society | 2015–2023

Led event strategy, creative direction, and volunteer coordination to increase engagement and fundraising.

Mentor — Bridge Communities | 2020–2022

Career and life-skills mentorship supporting long-term stability.

EDUCATION

Bachelor of Science in Advertising

University of Texas