

LIZ MORGAN

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SKILLS

Leadership—Strong communicator and problem solver, adept at navigating complex situations and facilitating cross-functional collaboration, lead with empathy.

Brand Strategy—Expertise in campaign development and strategy—360 branding to integrated marketing, digital, and photo/video.

Storytelling—Skilled in directing brand storytelling initiatives across various media channels.

Data—Synthesize complex data for actionable insights to optimize brand positioning and strategy.

Software—Adobe Creative Suite, Figma, Google, Trello, Microsoft, Workfront.

EXPERIENCE

E. & J. Gallo, Modesto, CA

Creative Director, Activation

[2022 – Current]

- Drove vision and creative campaign strategy across consumer activation channels—crafting identity, establishing a strong brand presence and enhancing the shopper marketing journey—resulting in increased engagement, sales and loyalty.
- Led and managed photo and video shoots to produce high-quality brand-driven content.
- Managed and mentored internal agency creatives in a fast-paced, challenging consumer environment—fostering creative talent for continued career growth.
- Partnered in multiple successful inter-agency collaborations on high-priority brands, resulting in integrated and cohesive marketing strategies that maximized brand visibility and customer engagement.
- Identified process changes that significantly improved efficiency and productivity for cross-functional teams, resulting in streamlined workflows and cost savings.
- Co-developed a rapid-testing model with the insights team to quickly gauge creative success with consumers.

Constellation Brands, San Francisco, CA

Creative Director

[2013 – 2019]

- Built and nurtured an in-house creative agency, implementing top-notch creative work and innovative design thinking.
- Developed a dynamic photo/video team from scratch, delivering expertly crafted content, saving the business ~750k/yr.
- Led a multi-disciplinary team across integrated marketing channels, encompassing strategy and branding, digital marketing, social media content, advertising, product and packaging design, and photo and video storytelling.
- Garnered back-to-back internal marketing awards for excellence in social media content creation, demonstrating an unparalleled ability to connect with target audiences and drive engagement.
- Recognized as a high-potential leader within the Women's Leadership Network, earning the respect of C-level management for outstanding leadership and strategic vision.

Liz Morgan Design, San Francisco Bay Area, CA

Freelance Creative/Art Director/Designer

[Ongoing]

- Design, creative direction and project management for various freelance clients.

OTHER POSITIONS:

United Airlines, Art Director

American Pacific Enterprises, Art Director

Kodak Gallery, UX Creative Lead/Director

Walmart.com, Senior Interactive Designer

Leapfrog, Senior Digital Design Consultant

Nobuo Ikeda Design, Graphic Designer

Creative Lift, Senior Designer

Mullaly Communications, Junior Graphic Designer

MyPoints.com, Creative Manager

The Jewish Bulletin, Production Designer

EDUCATION

University of Michigan School of Art and Design, Ann Arbor, MI

BFA with Honors, Concentrations in Graphic Design, Photography, and Printmaking

Design Thinking and Innovation, Post-Graduate Diploma—Emeritus Institute via MIT, Columbia, Dartmouth

IDEO-U Certificates—Leading for Creativity, Insights for Innovation, Storytelling for Influence, Impactful Presentations

Wine & Spirits Education Trust—Level 3 Certification

Constellation Brands Women's Leadership Development program