

Elizabeth Van Blargan – Creative Director

ABOUT

I like building teams and making things, but I love building strong teams to make great things together.

CONTACT

elizabethvanblargan.com
elizabethvanblargan@gmail.com
814.650.2138
Alexandria, VA

EDUCATION

Syracuse University 2007

Bachelor of Fine Arts,
Advertising Design

The Book Shop 2008

Portfolio Development

TOOLS

Adobe Creative Suite
Figma
Google Suite
Microsoft Suite
Slack

AWARDS

Cannes Lions– Shortlist
Communication Arts – Shortlist
W3 – Gold
Webby – Nominee (5)
GDUSA Web Design Awards
AAF – District II Silver (2)
AAF DC – Best in Show, Gold (7),
Silver (6)
OMMA Awards – Finalist (5)
Internet Advertising Awards –
Best in category (2)

WORK

DMI – Arlington, VA & Remote

Associate Creative Director 2017 – present

Pappas Group_DMI – Arlington, VA

Senior Copywriter 2014 – 2016

- Lead creative and design teams to deliver strategies, concepts, campaigns, and products across all verticals with a focus on coaching and teaching.
- Manage a team of writers, art directors, and designers, including project resourcing, goal setting, growth planning, and conducting bi-annual performance reviews.
- Collaborate with other discipline leads to ensure we are working strategically and effectively to deliver work that will get results for our clients.
- Maintain strong relationships with lead clients to build trust and expand the scope of our work with them. Have increased monthly billings 10x for one key client.
- Participate in new business proposals and pitches and work with sales team to support and guide their efforts.
- Provide clear and timely feedback working closely with teams as needed to ensure the highest quality of work.
- Flex into a strategist role to uncover insights and craft creative briefs or lead ideation workshops with clients and internal teams as needed.
- Supported the organization and creative team through multiple rounds of reorganization, changes in leadership, changes in processes, and the switch to remote work, contributing to excellent team retention rates and employee satisfaction.

Clients: The International Spy Museum, Metropolitan Washington Airports Authority (Reagan National and Dulles International Airports), NCTA, Georgetown University School of Continuing Studies, Under Armour, Campbell's, Volkswagen Credit, Audi Financial Services, .nyc, Hershey's Chocolate World, and more.

GMMB – Washington, DC

Senior Copywriter 2011 – 2014

- Dove into the world of non-profits and advocacy, working with Art Directors and designers to develop naming, branding, and integrated campaigns.
- Worked with UX designers and developers to create online experiences including content strategy and longform content writing.
- Worked with account, strategy, and media teams to understand the client challenges and target audiences to develop creative solutions together.

Clients: Visa, Johnson & Johnson, AARP, The Robert Wood Johnson Foundation, The Bill and Melinda Gates Foundation, Get Covered America, Too Small to Fail, The Corporation for National and Community Service, The ONE Campaign, America's Wireless Companies, Planned Parenthood, Conservation International, The Acetaminophen Awareness Coalition, National Safety Council, and more

Saatchi & Saatchi – Los Angeles, CA

Copywriter 2007 – 2010

- Started as a coordinator assisting with resourcing, recruiting, and agency operations but quickly earned a spot on the creative team by working overtime to contribute ideas.
- Competed against senior teams to win my way onto leading national product campaign launches, learning about production from the front row alongside senior creatives.
- Worked with Art Directors to develop creative concepts and copy for TV, OOH, print, display banners, social media, websites, and native apps.
- Forged relationships with clients as well as internal teams across disciplines.

Clients: Toyota– Highlander, Prius, 4Runner, Venza, Brand, Retail, Nascar, Philanthropy