

LISA REINHARDT

SUMMARY Lisa has over 18 years of experience as a working manager of talented production teams. She has a thorough understanding of best practices to produce fully integrated marketing campaigns including pre-press production and press checks. Lisa is an empathic and intuitive leader with a passion for print production. Lisa is skilled at active listening and non-defensive communication.

PROFICIENCIES Adobe InDesign, Photoshop, Illustrator, Slack, Zoom, Basecamp, FLOW, Excel, PowerPoint, Keynote, Kerning, HTML, CSS, RWD, WordPress and Squarespace

EXPERIENCE **Print Production Artist, Studio Manager, Web Designer — Freelance**

Portland, OR and Fort Atkinson, WI, October 2016-Present

Work closely with creative teams and marketing managers to execute error-free print mechanicals and digital marketing materials with speed and accuracy. Project manager. Build and maintain websites using Squarespace, WordPress and custom code.

Senior Marketing Creative Studio Manager — Simple Finance

Portland, OR, July 2014-October 2016

Executed print/digital design and production and created visual marketing presentations. Recruited and managed an in-house brand studio team comprised of a brand-voice lead, art director, designer, Jr. copywriter, front end developer and project manager. Guided the development of a brand refresh, brand guidelines and a new website.

Senior Design Studio Manager — Wieden + Kennedy

Portland, OR, April 2005-October 2014

Executed print/digital design and production and created new business presentations. Directed concept development through production on fully integrated advertising campaigns, for Facebook, American Express, Coca-Cola, Target and Starbucks, among others. Produced estimates and tracked budgets. Recruited and trained new talent and mentored junior managers.

Senior Production Studio Manager — Publicis & Hal Riney

San Francisco, CA, October 1997-April 2005

Executed print/digital design and production and created new business presentations. Provided leadership to a staff of 14 studio production artists. Supervised the scheduling and production of over 6,500 print mechanicals per year for large retail, regional accounts including Saturn, Sprint and Hewlett-Packard. Responsible for detailed review of kerning and layout practices.

Studio Manager — Haggin Marketing

Sausalito, CA, October 1994-October 1997

Accountable for the pre-press production of up to 400 catalog pages per month. Recruited and managed staff of 10 production artists to work on catalogs and other marketing materials for clients including: Starbucks, Nabisco, Sunglass Hut and The Nature Company. Executed print/digital design and production and created new business presentations.

Education

Dominican University of California, San Rafael – Bachelor of Arts, Psychology /Creative Writing



lisareinhardt.com

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REFERENCE

“Lisa over-delivers on everything I’ve thrown her way. She has worked for me in the role of production artist, project manager, designer, web designer and more. You will be hard-pressed to find someone else as talented and professional.”

— Tom Hering,
Hering Creative, Principal