

LIZ GLANDER

ASSOCIATE CREATIVE DIRECTOR

714.336.2537

SUMMARY

Associate Creative Director with 10+ years of experience leading integrated creative across sports, tech, CPG, and consumer brands. Expert in conceiving, storytelling, design, and developing ideas across digital, social, video, and live experiences. Strong cross-functional leader known for fast, bold (on-brief) ideation, and supporting pitches, RFPs, and new business.

EXPERIENCE

CVS HEALTH ASSOCIATE CREATIVE DIRECTOR REMOTE / JAN 2025 - PRESENT

- Managing and mentoring a team of 10 art directors and designers, providing creative direction across campaign development, digital media, and iterative design work for top CPG and retail brands.
- Leading the end-to-end creative process for digital campaigns, ensuring alignment with brand standards across display, social, web, in-store, and video while maintaining high design quality under DCO constraints and tight timelines.
- Streamlining creative workflows in Workfront by partnering with project managers, strategists, the marketing team and account managers across multiple workstreams.

CHEIL NY ASSOCIATE CREATIVE DIRECTOR REMOTE / JULY 2023 - MAY 2025

- Concepted and produced video content (including Times Square video board) for Samsung SmartThings app with Martha Stewart leveraging social trends.
- Developed assets for Samsung's 2024 Paris Olympics campaign, including paid social, email/CRM, and digital media, ensuring brand cohesion across all platforms.
- Produced OOH visuals for the launch of Samsung Galaxy S24 Ultra AI, integrating both environmental design elements and digital storytelling to enhance product visibility.

SPORTS ILLUSTRATED CREATIVE TEAM LEAD NEW YORK, NY / NOV 2021 - JULY 2023

- Led a creative team to launch Sports Illustrated Sportsbook & Casino, delivering paid social, TV, email, and in-app visuals from concept to market.
- Streamlined collaboration processes across marketing, CRM, and product teams to ensure cohesive brand execution.
- Managed 2 Designers and international video/motion graphics teams, delivering high-quality assets on time.
- Oversaw all creative outputs, ensuring adherence to brand guidelines and alignment with project goals.

FCB HEALTH SENIOR ART DIRECTOR NEW YORK, NY / OCT 2020 - NOV 2021

- Managed creative portfolios for two pharma clients, Austedo and Cologuard, producing impactful visual communications across digital and print mediums to drive brand awareness.
- Led the concept development and execution of organic social assets and print materials, ensuring alignment with brand guidelines while delivering compelling storytelling for client campaigns.
- Spearheaded the production of a virtual 360-degree convention booth, collaborating with a cross-functional team of 30, showcasing innovative digital solutions during the COVID-19 pandemic to create engaging, immersive experiences.

DIGITAS ART DIRECTOR NEW YORK, NY / NOV 2017 - OCT 2020

- Collaborated with a team of 50 to deliver branded visual communications for clients like Comcast Business, American Express, Olay, and Disney Parks.
- Managed creative workstreams across print and digital, including pitches, campaigns, and customer journey branding.
- Drove internal community service initiative focused on beautifying each borough – 80% of employees participated.

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ADDITIONAL EXPERIENCE

RESOLUTE DIGITAL **FREELANCE DESIGNER** NEW YORK, NY / JAN 2017 - SEP 2017

- Served as lead designer across a diverse portfolio including Santa Margherita Wines, Tullamore D.E.W., Lupus Foundation of America, Franciscan Health, and New York Road Runners.
- Designed integrated campaign assets across digital, social, web, and experiential touchpoints.
- Collaborated with strategy and account teams to develop visually cohesive storytelling across multiple brands.

FLY COMMUNICATIONS **FREELANCE DESIGNER** NEW YORK, NY / JULY 2016 - JAN 2017

- Led print and educational design initiatives for major clients including Scholastic and WebMD.
- Produced high-volume print collateral, pamphlets, educational guides, and branded communication materials distributed nationally.
- Maintained strict adherence to editorial standards, production timelines, and brand guidelines.

DRUMROLL **JUNIOR DESIGNER** AUSTIN, TX / AUG 2014 - JULY 2016

- Designed digital experiences and visual campaigns for clients including Microsoft Store, Bing, Skype, Macerich Malls, and Keds.
- Supported interactive campaign development through digital design, web assets, branding systems, and presentation materials.
- Worked collaboratively with creative directors, developers, and strategists in a fast-paced agency environment.

SPURS SPORTS & ENTERTAINMENT **DANCER** AUSTIN, TX / AUG 2014 - JUNE 2015

- Former member of the professional dance team for the NBA G-League Austin Spurs. Performed at all home games as well as community and charity appearances.

EDUCATION

SOUTHERN METHODIST UNIVERSITY

DALLAS, TX / 2014

B.A. – Creative Advertising
Minor – Sports Management

FREELANCE

GLANDER CREATIVE, LLC.

REMOTE / 2023 - PRESENT

Specializing in branding, social content, campaign development, print design, and visual storytelling. Managing all phases of creative execution including strategy, design, communication, and production.

CLIENTS

Samsung, Jersey Shore Wave football, Godiva, Austin Pickle Ranch, Harley Davidson NY.

SKILLS

ADOBE CREATIVE CLOUD: Illustrator, Photoshop, InDesign AfterEffects, Lightroom.

MICROSOFT: Word, PowerPoint, Excel, Teams, Outlook.

OTHER: Canva, Sketch, Figma, Jira, Slack, AI tools.

VOLUNTEER

JERSEY SHORE WAVE **CREATIVE DIRECTOR**

NEW YORK, NY / APRIL 2026 - PRESENT

Women's tackle football team in the (WNFC). Building a culture-driven brand that elevates women's sports and spotlights female athletes.

LE BOOK CREATIVE AWARDS **JURY PANEL**

DALLAS, TX / OCT 2025

SMU NYC ALUMNI **NETWORK CHAIR**

NEW YORK, NY / 2022 - PRESENT

GIRL SCOUTS **TROOP LEADER**

NEW YORK, NY / 2017 - PRESENT

Mentoring and guiding girls ages 11-14 in leadership skills, community service, and personal development.

AWARDS

THE DRUM MARKETING AWARDS 2025

Bronze for Samsung's "It's a SmartThing"