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LIZTHIBODEAU

SUMMARY

- Results driven
 - Proven ability to grow revenue and profits
 - Significant experience in medical, educational, and cause marketing verticals
 - Consistent ability to help clients achieve their goals and solve their problems through creativity and disciplined execution
 - Skilled project manager
 - Client focused to develop high value customer relationships through credibility and dedication
 - Strong creative writing skills across all media platforms including scripts, copy, press, proposals
 - Highly refined presentation skills including traditional group presentations, video and on-air experience in radio and television
 - In depth knowledge and capabilities with major software systems including MS Office, WordPress, Google Analytics, Final Cut, Pro Tools, Photoshop, SEO software, and social media
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EXPERIENCE

Take One Digital Media, Annapolis, MD (April 2002- present)

Develop business and manage clients including interactive web, motion graphics, and hybrid media productions. Sample clients include the US Department of Education, General Services Administration, George Washington University, Wolters Kluwer Health, Time Warner Cable Business Class, McGraw-Hill, Special Olympics Maryland, Metavivor, Vapotherm, and Harpoon Medical.

Director of Business Development

Responsible for all new business development and maintaining profitable relationships with clients. Annual sales average of \$800,000 with several years exceeding \$1M. The role involves client acquisition, proposal writing, contracting, closing, and account management. As a GSA schedule holder, the role also involves research and discovery for appropriate government RFPs as well as writing all responses to RFPs.

Executive Producer

Producer responsibilities require global vision of a project in order to insure each phase of its development is being managed and delivered. As a producer, the role also includes project concepting, scripting, production, post-production, and fulfillment with the assistance from various team members. Executive producer role also includes managing sub-contractors on large scale productions. Projects include long and short format video, web, motion graphics, podcasts, and media campaigns for marketing, training, and education.

Northlight Media Services, Annapolis, MD (1995-2001)

President/Owner, Full service media and video consulting firm offering script writing, Web and multimedia development, video production, advertising campaign research and representation, and media buying. Clients: Mead Johnson Nutritionals, Paratek Microwave Inc., Drager Critical Care Systems, Lippincott-Williams and Wilkins and DW Simpson & Co., Inc.

Colony Communications, Fall River, MA (1990-1994)

News Producer, Key responsibilities included contacting news sources, organizing data, and production of weekly education segment "Focus On Learning".

“Your Health Matters” television program, New Bedford, MA (1992-1995)

Producer/Host, “Your Health Matters” is a privately produced television program funded by a consortium of Massachusetts hospitals with a public education-awareness goal.

Massachusetts Public Schools, Massachusetts Public Schools (1993-1995)

Video Production Educator, Grant based teaching position with public school children introducing video production. Several schools reached their goals of producing and airing daily “newscasts” on closed circuit television within their schools.

**ACHIEVEMENTS/
AWARDS**

British Medical Association – First Prize Digital and Online Resources for Bates’ Visual Guide to Physical Examination (2014)

Multiple Telly Awards

Gold Pixie Award

Fundraising - instrumental in successfully leading media campaign elements driving client results typically exceeding goals. Particularly, Special Olympics Polar Bear Plunge 2006 – 2010 events that exceeded \$3M each in one day.

ORGANIZATIONS

Chesapeake Regional Technology Council

Active member and previous chair of Tech Awards 2015 and the Social Media Marketing Committee

Annapolis Film Festival

Volunteer assistance with web site and event asset management

League for People with Disability

Fundraising campaign manager and participant

Light House Shelter

Capital Campaign Committee member; Marketing Committee member

Active in group work fundraising for capital to build a new homeless support and prevention center in Annapolis

Special Olympics Maryland

MSP Polar Bear Plunge marketing team and plunger

EDUCATION

S. I. Newhouse School of Public Communications 1985

B.S. Telecommunications Management

Cum Laude