

**Montclair, NJ 07043**

**Lizbeth Phelps**

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## **Creative Brand Marketing Director**

### **Executive Summary**

Engaging, analytical, fresh-thinking, results-obsessed creative strategist with strong leadership, communication, and problem-solving competencies and proven ability with direct response conversion. Substantial expertise in business analysis for strategic and creative product development, sales and marketing strategy and ahead-of-its-time marketing content. Extensive training and speaking experience and exceptional ability to build consensus and enthusiasm among stakeholders at all levels.

### **Core Professional Competencies**

Strategic Thinking \* Branding \* Communication \* Content Marketing \* Inspiring Coaching & Leadership

### **Professional Skills**

Concepting | Strategic Problem Solving | Project Management | Brand Development | Storytelling | Unique Content Marketing | Exceptional Written and Verbal Skills | Lead Generation | Direct Response Marketing | Conversion Optimization | Video Marketing | Sales Presentations | Email Marketing | Nurturance | Inbound Marketing | Sales and Sales Funnels | Landing Page Optimization | Copywriting | Teaching/Training | Curriculum Design

### **Personal Competencies**

Results-Obsessed \* Highest Standards of Excellence \* Relentless Follow-Through\* Emotional Intelligence

### **Professional Experience**

➤ **Founder, *Inspired Leaders Academy***  
**Creative Marketing Consultancy and Training**

**2007- 2019, Montclair, NJ**

### **Key Accomplishments**

- Building 2 successful businesses with year-over-year sales growth
- Creating online business pipeline with strong cold-lead conversions and high client retention.
- Developing brands, messaging, sales presentations, marketing collateral and for-sale courses for 60+ pre-launch, launch and post-launch entrepreneurial clients.
- Creating, marketing and facilitating live and online proprietary business training events.
- Adjunct Professor, Thought Leadership Marketing, *Seton Hall Stillman School of Business Leadership Program* + Teacher of proprietary "Innovation and Leadership" program to international high school students at *Columbia University*

### **Leadership Brand, Marketing and Product Developer**

- Managing all phases of new product conceptualization and development.
- Concepting unique brand identities based on consumer insights and market analyses.
- Developing positioning and messaging for deployment on various platforms.
- Developing short- and long-term business plans, distribution strategies, profit estimates and offline and online marketing strategies to establish and grow the brand presence in the market.
- Conceptualizing and writing advertising/marketing collateral, and promotions that promote the new brand.

## Copywriter and Creator of Lead Generation Content

- *Signature Talks/Speeches*
  - Conceptualized and scripted over 50 educational-marketing events and speeches/presentations both live and in webinar format.
- *Ebooks*
  - Created 35-50-page digital ebooks, including a 70-page business fable. [See excerpt.](#)
- *Assessments*
  - Conceptualized and executed four long-form assessments
  - *Designed 20 + assessments for clients*
- *Facebook Marketing Events*
  - Unique, proprietary, 30-day virtual-reality adventures with strong gamification structure
- *Videos*
  - *Over 50 scripted and delivered*
- *Landing Pages/Funnels*
  - *Over 50 designed and executed*
- *Marketing PDFs*
  - Over 40 conceptualized and written
- *Blog posts, articles, social media content*
- *Email marketing*--Designed and launched international customer follow-up campaigns

## Curriculum Developer and Trainer

- Taught proprietary "Innovation and Leadership" at **Columbia University**, July 2018
- Instructional Design and Teaching Oversight of Columbia University Professor, Sept-Dec 2018
- Adjunct professor, **Seton Hall University Business Leadership Program**, 2017, 2018

### Design and Facilitate Own Proprietary Curricula for:

- *Have designed proprietary web and in-person curricula/programs for over 40 clients.*
- Live neuroscience-based public speaking training + Business sales training both with accompanying written material.
- *Online* business development and branding courses, with accompanying written material.
- Private consultancy program for branding, presentation design and copywriting.
- Two online self-study programs with manuals and audio.

### ➤ **Professional and Certified Coach** **2001-2007, Montclair, NJ**

Assisted executives and entrepreneurs in achieving new standards of excellence in career and personal goals, through Socratic inquiry and motivational interviewing.

### ➤ **Television Program Enterprises** (Star Search/Lifestyles of Rich and Famous/ET) **New York**

Wrote and edited the companion guide to *Lifestyles of the Rich and Famous*

## Education and Certifications

Bachelor of Science, Advertising and Marketing, Fashion Institute of Technology New York, NY

Certification, Institute for Professional Excellence in Coaching Hightstown, New Jersey

Instructional Design Certificate, Association for Training and Development Chicago, Illinois

## Public Speaking

Children's Place; American Standard; Roche; Pace University; St. John's University; Seton Hall University; Young Presidents Organization (YPO); National Association of Women Business Owners; twenty chapters of the International Coach Federation.

**Technologies:** Marketing Automation, CRMs, Wordpress, Adobe Premiere, Office Suite (Word, PowerPoint, Outlook, Excel), Google Suite (Docs, Slides, Sheets), GoToMeeting, Skype, Zoom.

# Lizabeth Phelps

## CliftonStrengths Assessment Results

*(Click title above for information.)*

### **Strategic**

Not a skill that can be taught. A distinct way of thinking that allows for seeing patterns and alternative scenarios to evaluate accurately potential obstacles and find best solutions.

### **Connectedness**

Bridge-builders because of a certainty of the unity of humankind. Gives others comfort of a purpose beyond the surface.

### **Intellection**

Need for mental activity and stretching one's thinking to solve a problem or develop an idea. This mental hum is a constant.

### **Ideation**

Always looking for connections/links and turning the world upside down at enlightening angles. Ideas are often profound, novel, clarifying and contrary. Labeled creative, original, conceptual and smart.

### **Relator**

Pulled toward people and to creating intimacy and a deepening of relationship through understanding others' feelings, goals, fears and dreams.