LIZ ABELLA

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Creative Marketing Director

Head of Marketing & Creative | Brand & Creative Director | Creative Director | Marketing Director

PROFESSIONAL SUMMARY

Creative marketing leader with a natural talent for blending creative and strategy. I understand what makes people buy and what makes them care, then build the work backwards from there. Across ten years in hospitality, health and wellness, aesthetics, technology, and e-commerce, I have led brand identity, campaigns, video, social, websites, and events, setting the creative standard and directing designers, writers, editors, and vendors to it. I let the numbers keep the work honest: every campaign is tracked, and results decide what we scale, refine, or cut. An early adopter by habit, I build AI-assisted creative workflows and train my teams to use them, so a small team produces at the volume of a much larger one. Now looking to bring that to one brand, full time.

CORE COMPETENCIES

Creative Direction · Brand Identity & Visual Systems · Integrated Campaigns · Art Direction & Design · Video & Short-Form Content · Social Media Strategy · Email & Lifecycle Marketing · SEO & Content Strategy · Web & Landing Page Design · Events & Experiential · Creative Operations · AI-Assisted Creative Workflows · Agency & Vendor Management · Team Leadership · Paid Media

PROFESSIONAL EXPERIENCE

Converge IoT | Remote
Marketing Director (Fractional) | February 2024 – Present
Marketing Manager | March 2022 – January 2024
Hired as marketing manager in 2022, with the role growing into fractional marketing director. Right hand to the CEO of this managed wireless and IoT connectivity provider in the T-Mobile for Business channel: owning brand and marketing end to end, from creative direction and campaigns to the website and events, and directing the internal marketing and sales-support staff.

- Directed all creative output: campaign concepts, illustrated lead-magnet guides, landing pages, email design, sales collateral, and print. Briefed and reviewed designers and writers against the brand, voice, and design systems I built for the company.
- Led a full website redesign and SEO program that increased inbound leads 85%, and launched a secure partner portal recognized by T-Mobile for Business leadership for improving partner and sales-team communication.
- Planned and produced the full event and field-marketing program: tradeshow strategy and booth design, sales collateral and presentations, branded SWAG and kitting, and PR and partner gift packages, feeding 4,200+ tradeshow-sourced contacts into the CRM.
- Drove a 150% increase in inbound leads within three months of launching the integrated program, opened an online store for a business that had always sold through direct sales, generating $80K+ in e-commerce sales on top of its existing channels, and created a co-branded webinar series with a major enterprise networking vendor that generated $35K+ in direct profit.
- Directed a $300K+ annual marketing budget, including the T-Mobile for Business MDF (Market Development Fund) program end to end: proposals, submissions, allocation, and partner reporting.
- Built the acquisition funnel end to end: paid ads on Google Search, Shopping and Brand, Meta, and LinkedIn, plus outbound across 12 industry verticals, then nurture email sequences, quote, purchase, and retention. Owned the positioning, ad creative, landing pages, and email flows that carried a stranger to a customer.
- Built the measurement behind it: Zoho CRM migration (4,900+ contacts), automation, and GA4 tracking from ad click to order, using the data to decide which campaigns, creative, and channels to scale or fix.
- Built AI-assisted creative and operations workflows and the training behind them, plus the company's knowledge base inside an agentic AI system, removing manual handoffs between the internal team and outside production partners.

LAU Savage Group | Miami, FL
Co-Founder & Chief Creative Officer | February 2024 – October 2026
Founder & Creative Director | November 2019 – January 2024
Founded and grew a creative marketing agency from a solo studio into an international team of 5 employees and 10+ contractors across the Americas, serving 16+ clients across technology, medical and wellness practices, HVAC, music, e-commerce, and professional services. Owned the creative vision, delivery, and team.

- Led creative direction for every client account across every channel: brand identity and guidelines, websites, email campaigns, ebooks and lead magnets, packaging, apparel, signage, and print. Set the concept and the standard, then directed designers, writers, and editors to it.

- Ran social and video for client brands across Instagram, TikTok, LinkedIn, and YouTube: calendar planning, scripting, editing client footage into finished videos and stills, UGC programs, scheduling, and analytics, plus recording for the agency's own channels. Produced a treatment video for a med spa client that reached 2M+ views.
- Designed and shipped high-performing websites (WordPress/Elementor, Shopify, Wix) delivering 100%+ increases in inbound leads, including a 200% lift in traffic for Gabriel Roar and a 150% increase in inbound leads for Air-Tech HVAC Corp through combined UX, SEO, and lifecycle email.
- Built and led an international team of 5 employees and 10+ contractors, including a dedicated operation in Colombia, with recruiting, onboarding, training, and performance management held to one standard across borders, time zones, and two languages.
- Designed and ran an agentic AI system on Claude Code for agency delivery: a knowledge base for every client plus specialist agents for web builds, QA, and SEO, so a small team ran builds, reporting, and campaign checks across every account.
- Ran paid media across Meta and Google averaging 4:1 ROAS (return on ad spend), optimizing creative and budget based on results.
- Ran the business side of the agency end to end: operations, hiring, pricing, and P&L, bringing an owner's mindset to every budget, team, and client relationship.

EARLIER EXPERIENCE

Marketing Manager | Confidential MedSpa, Broward County, FL
May 2021 – March 2022

- Owned the practice's marketing end to end, including brand, organic social, Meta Ads, and email retention, and produced all content and ad creative in house, from concept and filming through editing.
- Generated 240+ leads on a small budget across 13 Meta lead campaigns in seven months, with the strongest month returning roughly 6.7x its ad spend in booked treatments.
- Led client retention through direct client communication and post-treatment follow-up, using satisfaction feedback to shape content, offers, and rebooking campaigns.

Marketing & Graphic Design Specialist (contract) | Nagel Creative + Consulting, 2022 – 2023. Social, web, and email content for technology, healthcare, and e-commerce clients.

Marketing Manager, Content & SEO (contract) | Confidential Beauty & Personal Care Brand, 2021. SEO that grew organic traffic and conversion rate.

On-Camera Presenter & Video Editor (contract) | Confidential Education Technology Company, 2020 – 2021. Bilingual instructional video.

Marketing Coordinator | Depicenter, Bogotá, Colombia, 2016 – 2017. Social media, Facebook Ads, and events.

TECHNICAL SKILLS & TOOLS

Creative & Video: Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Canva, CapCut

Web & Design: WordPress, Elementor, WooCommerce, Shopify, Wix, Figma, HTML/CSS

AI & Automation: Claude, Claude Code, ChatGPT, Gemini, Paper, Make (AI-assisted development of internal apps, sites, and workflows)

Analytics & Paid Media: GA4, Google Tag Manager, Search Console, Ahrefs, Semrush; Google Ads (Search, Shopping, PMax), Meta Ads, LinkedIn Campaign Manager

CRM & Email: Zoho CRM, HubSpot, GoHighLevel, Klaviyo, Mailchimp

Operations: Productive, Notion, Microsoft 365 and Teams, Google Workspace, QuickBooks

TRAINING, CERTIFICATIONS & LANGUAGES

Training & certifications: Adobe Certified Professional, Illustrator (Adobe), Google UX Design (Coursera)

Languages: English (fluent), Spanish (native)