

Liz Anderson

lizanderson2177@gmail.com | 9184286027 | Newport Beach, CA 92660

PROFESSIONAL SUMMARY

Accomplished in campaign development, having various client's brands published in over 25 high fashion magazines. Celebrity clientele, in addition to "recruiting celebrities" to wear my client's brands to events & for magazine shoots with nearly zero budget (I have also helped to arrange these magazine shoots, being the "liason" between editor & celebrity with the key objectives of my client's brands always being at the forefront of my mind). Skilled at brainstorming unique "think outside the box branding strategies" & organizing social media advertising platforms for clients. Organizing fashion magazine campaigns from start to finish (in model casting calls, creating detailed moodboards for team/clients, location scouting, directing/photographing the actual shoot, pitching the magazine editors to publish our team's completed work & delivering the published project to my clients.

Articles written on my personal & work history:

<https://www.formidablewomanmag.com/tag/liz-anderson/>

<https://www.alvareviewcourier.com/story/2021/04/02/local/creativity-born-of-necessity/70872.html>

WORK HISTORY

Lady Daze Creative & Photography . Newport Beach, CA
Owner | 10/2017 - Current

- Orchestrated photo sessions, choosing models, stylists & cosmetic artists.
- Managed campaigns with specific focuses in order to meet customer needs and creative visions & negotiated contracts with stylists and photographers to organize

SKILLS

- Product Branding
- Partnership development
- Marketing
- Client Service
- Negotiation
- Relationship building
- Vendor negotiation
- Deadline-oriented
- Campaign development
- Strategic leadership
- Complex problem solver
- Strategic Planning

EDUCATION

**California State University
- Fullerton**
Fullerton, CA
06/2008

Mass Communications :
Communications

Northcentral University
San Diego, CA
06/2013

Master Of Education:
Education

photo shoots.

- Contributed to creative process through original ideas and inspiration & completed complex photo shoots involving large-scale performances at indoor and outdoor venues for major brands.

Owner . Krabi , THAILAND

Lady Daze Silver Shop | 09/2010 - 06/2015

-Opened up the ONLY foreign owned (female led) metalsmithing shop/cafe in Koh Lanta (at the time).

Created community events to draw in tourists (including "movie nights", cooking courses, yoga, artists events, music), etc

- In selling my shop, my "brand" had become so successful within its 5 years, I was able to sell my "take over fee" & made a 400% profit.

British International School Of Ao Nang . Krabi, Thailand

Headmaster Government School, Krabi. THAILAND |

08/2008 - 06/2015