

# ELIZABETH RISSMAN

## DIGITAL STRATEGIST

### PROFILE

Talented senior manager of digital products with the proven know-how to combine innovation, resources, and follow-through to create delightful online programs.

### EDUCATION

#### Vanderbilt University

Bachelor in Communication Studies, 2003-2007  
Graduated cum laude

### CONTACT

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### EXPERIENCE

#### Rissman Digital Creative

CEO/Owner | 2015 - Present

- Executed high-converting digital marketing strategy to increase client revenue via online courses and digital products
- Designed high-impact, user-centered Web sites with strong emotional appeal, sophisticated production values and intuitive navigation to maximize user engagement and cement powerful brand identities

#### How to Fascinate with Sally Hogshead

Director of Strategic Operations | 2013-2015

- Managed programs that increased Q1 2015 revenue by 60%, increased overall company revenue by 20%, launched a New York Times' best-selling book, and grew email contact list from 80,000 to 400,000.
- Oversaw quality assurance and testing of entire digital customer lifecycle to ensure optimal user experience for websites regularly receiving traffic of 60,000 users per week

### COMPETENCIES

- Digital Product Strategy
- Project Management
- Business Analysis
- Client/ Vendor Management
- Email List Management
- Content Marketing Strategy