

LISA TORRENCE

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Summary

With over 20 years of experience, I am an award-winning, highly motivated marketing lead Creative Director who has a broad range of experience from web to direct, print to video. I excel at delivering innovative creative strategies that deliver results. Passionate about inspiring and coaching people, I create teams that don't just get the job done, but forges new frontiers and exposes new opportunities. Internal customers and vendors describe me as positive, focused with outstanding communication skills and a high degree of integrity and business ethics.

Competencies

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|------------------------|---------------------------|----------------------|--------------------------------|
| Creative Direction | Brand Management | Marketing Strategy | Project Management |
| Continuous Improvement | Creative Briefs | Team-building | Campaign Development |
| SLA Development | Integrated Campaigns | Employee Development | Fosters Collaborative Teamwork |
| Risk Assessment | Best Practice Development | Brainstorming | Budgeting & Cost Estimating |
| Photoshop | InDesign | Illustrator | MS Office |
| iOS/Windows 7 | Marketo | HTML | |

Work Experience

CREATIVE DIRECTOR, HONEYWELL Scanning & Mobility, Everett, WA

Jan. 2014 – Present

Lead, mentor and direct a team of individuals who produce video, graphics, digital art and photography across multiple touch points and devices. Responsible for upholding the brand standards of Honeywell across the globe. Engaged with technology, producers, content writers, lead generation team, sales, and marketing to produce effective campaigns that work not only in North America but globally also. Responsible for the hiring and professional development of video producer, editor, copy writers, graphic designers, photographer and web designers. Drove global corporate branding, demand generation activity and product launch campaigns for the Fortune 100 Honeywell Scanning & Mobility business unit, a leader in rugged mobile hardware, software, services and solutions with annual sales in excess of \$1B.

Major Accomplishments:

- United States Postal Service Bid Team - "Worked to tight timeframes over holiday period on largest and most complex bid in the history of our industry." -*John Waldron, President Honeywell Scanning & Mobility*
Four proposals offered at combined potential win of \$450M. Developed a custom template with strict USPS requirements. 1200 pages of content laid-out and reviewed within 3.5 days. **The bid was won.**
- Member of the Honeywell Scanning & Mobility brand evaluation-equity & re-brand team.
- Developed and implemented new HSM brand guidelines incorporating copy, video, web, photography, animation and illustration styles within the more general Honeywell guides. Worked with corporate brand management for review cycles, leadership and regional stakeholders.
- Led the development and implementation of a highly successful, integrated accounts based marketing program with multiple touch-points across several distribution environments in North America and EMEA.
- Designed new MarCom processes to streamline global communications efforts resulting in faster project turn-times and new SLAs.
- Independently reached out to equivalent peer-level individuals within Honeywell SBU's to develop and build positive working relationships. Set up monthly touch-base a connectivity meeting which has built credibility and team building.
- Currently managing multiple integrated brand campaigns with multiple launch dates and complex project schedules.
- Idea Circus – Developed monthly cross-departmental (TEDx-like) meeting with industrial designers, technical writers, UXD, engineering and creative service team members to foster creativity, innovative though leadership and team building.

CREATIVE DIRECTOR, INTERMEC, Everett, WA

Feb. 2011 – Jan. 2014

ART DIRECTOR, AUTHENTICITY, Bellevue, WA

Feb. 2006 – Dec. 2009

ART DIRECTOR, WILKES CREATIVE, Bellevue, WA

June 2005 – February 2006

ART DIRECTOR, MORTON CREATIVE, Bellevue, WA

Sept. 2001 – June 2005

DESIGN MANAGER, The Creative Group, VIVENDI UNIVERSAL GAMES, Bellevue, WA

Sept. 1997 – Sept. 2001

TEAM DESIGNER, InterAction Magazine, SIERRA ON-LINE, Bellevue, WA

March 1996 – Sept. 1997

Awards/Shows/Publishing's

2013 American Business Awards Finalist – B2B Marketing Campaign of the Year
2009 American Design Awards — Authenticity Website Design
2009 American Design Awards — Direct Matters Website Design
2008 MarCom Gold Medal Award — Authenticity Website – Overall Web
2008 W3 Gold Medal Award – Authenticity Website – Site Structure & Navigation Category
2008 W3 Gold Medal Award – Authenticity Website – Self-Promotion Category
Dynamic Graphics Magazine – Dec/Jan 2008 Issue – Web Re-Design Winner for NRG Seattle website
SIIA (Software & Information Industry Association) 2000 Immy Awards Winner for “Best Product Line Packaging” - Hoyle Card Games, Hoyle Board Games, Hoyle Word Games and Hoyle Casino.
Multiple Zones International Special Recognition for Outstanding Leadership
Thousand Trails/Trailblazer Magazine Employee of the Month Award

Education

B.A. in Graphic Design, Central Washington University, Ellensburg, Washington 1986
Ken Blanchard Situational Leadership II Program – Intermec 2012
Human Centered Design Core I – Honeywell 2014

Testimonials

“Lisa has a keen campaign eye schooled through years of agency experience. She has a can-do attitude, is dedicated towards her staff and the multi-faceted internal clients, with a focus on meeting creative service SLAs for a team that is always in the middle of the action. She works well with our international regions who trust her creative judgment. One of the campaigns we created together was a turning point for Intermec, while focusing away from product and instead towards customer ROI results. I am grateful to have Lisa on my team; I value our interactions and know I can always trust her with her creative expertise and managerial skills.”

— *Jürgen Stephan, Senior Director of Global Marketing, Honeywell Scanning & Mobility*

“Lisa's leadership set a new standard for creative work at HSM. Her strategic guidance, striking designs and strong sense of cohesion define the company's most critical global marketing campaigns. I always enjoy walking into Lisa's office to see what new creative project she has in the works. By building better processes and bringing together creative team members, Lisa in-sourced many projects that were formerly done by external agencies, and this approach resulted in significant cost savings and creative work that better fit the corporate brand. In brainstorming meetings, Lisa is insightful, precise, grounded and inventive. As a Creative Director, she provides valuable assessments that help to bring out the best in one's work. Her talents are many, and it's a joy to work with her.”

— *Scott Wilson, Senior Video Producer, Honeywell Scanning & Mobility*

“Lisa is a passionate, genuine and caring creative talent who's always focused on the big picture while adding significant value to every project. Lisa thinks globally as she develops creative, manages her team and allocates resources. She is an influential leader who listens to her peers, staff and senior management ensuring work always maps back to strategic intent, yet providing several unique approaches. Lisa is respected by all who work with her and would be a great talent for any agency or client-side company.”

— *Paul Suttell, Global MarCom Sr. Marketing Communications Manager, Intermec by Honeywell*

“You are easy to work with, you communicate well and I always feel very comfortable with your interaction with clients and staff. I place a huge amount of trust in you and your abilities. Your design is excellent and I appreciate the fact that you have high moral standards. Thank you for all you do and helping this company get on the right track!”

— *Scott Morton, Principle, Morton Creative*