


LISA R KLANCHER

C R E A T I V E M A R K E T I N G | G R A P H I C D E S I G N E R

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PORTFOLIO

EDUCATION

**MFA – ILLUSTRATION &
GRAPHIC DESIGN**
University of Michigan, MI

BFA – GRAPHIC DESIGN
University Cincinnati, OH

KEY SKILLS

GRAPHIC DESIGN

PRESENTATIONS &
INFOGRAPHICS

SOCIAL MEDIA

PROJECT MANAGEMENT

ADVANCED EDUCATION

WRITING & EDITING

TEAM LEADERSHIP

EXCELS IN REMOTE
WORKPLACE

COMMUNICATION

QUALITY ASSURANCE

PROFESSIONAL PROFILE

Experienced graphic designer and marketing specialist with a strong background in B2B corporate communications. I specialize in using visual design to build and enhancing brands, optimizing marketing approaches for startup and mid-sized businesses. Through collaboration with marketing professionals and industry experts, I deliver creative projects tailored for both print and digital platforms. My expertise spans a range of mediums, including brochures, direct mail, advertisements, multi-page guides and reports, schematics, infographics, icons, large format exhibit graphics, social media graphics, PowerPoint presentations, package design and website support using CMS systems. Additionally, my proficiency in project and print vendor management ensures a seamless experience throughout the creative process.

HIGHLIGHTS

- **Ohio Treasurer**
Visual Communication Manager – manager of videographer. Designer for Annual Report, launch Ohio Homebuyer Plus, support IT with graphics for TOS Touchpoint Bank Portal and User Manuals, Ohio State Fair Financial Literacy Booth, Rebranding and promotion of Center for Public Investment Management Annual Event. Manage all print vendor procurement.
- **Ohio Department of Aging**
Project lead on 2022 Well Beyond 60 Expo at the Ohio State Fair. Organized 23 Aging partners, communication assets and event marketing. Lead creative on all COVID-19 pandemic-related communications. Development of advocacy communications: ODA State Plan on Aging, Reframing Aging, Alzheimer's and Related Dementias. Developed social media creative.
- **Ohio Department of Health:** developed health promotion assets for HIV/STD campaign - efforts recognized by the CDC at the International AID's Conference.
- **Ruby-Blue Bunny™:** Designed packaging, labels, website store, social media, and Amazon listing pages for Ruby-Blue Bunny™ organic skin care for children. Worked with Chinese distributor to launch RBB in China.
- **Thorne Research:** Designed product literature library. Included branded practitioner-based educational product literature, developed product catalog, technical white papers, patient education brochures, and new business development presentations. On team that work with Olympic Governing Body to secure Thorne as approved sports brand for athletes.
- **JJ Virgin (JJVirgin.com).** Designer for the health and nutrition influencer, JJ Virgin (JJVirgin.com). Partnering with the marketing team I provided daily tight turn around ad banner designs to execute strategic sales promotions to increase traffic to the JJ Virgin website and JJ Virgin Shopify store. Developed Masterclass presentations, consumer direct mail and email campaigns, designed for weekly podcasts, blog, and social media posts. Created over fifteen 24-page dietary and health digital guides.
- **Across the US and Beyond:** Worked remotely with start-up CEOs in California, Colorado, Idaho, Florida, New York, China, Arab Emeritus, Israel, and Germany.
- **Dr. Stephen Pomeranz:** Created textbooks and marketed MRI education CME courses for ProScan MRI Education Foundation and Digital Educational publishing.
- **Publishing:** Illustrated and managed the FIRST all digitally-illustrated anatomy text book for W.C. Brown – Anatomy Form and Function, by Kenneth Saladin (over 800 illustrations).

COMPANY / ORGANIZATION EXPERIENCE

OHIO DEPARTMENT OF HEALTH

OHIO DEPARTMENT OF AGING

OHIO TREASURER

ALLIED BIOMEDICAL

CINCINNATI EYE INSTITUTE

COLUMBIA NUTRITIONALS

DESIGNS FOR HEALTH • JJVIRGIN

ETHICON ENDO SURGERY

ECONATURA

FRANKLIN COUNTY PUBLIC HEALTH

HEALTH ELEMENTS

INDIGO MEDICAL

JUST ORTHOPEDICS

KNEE PRO

LAVALLE METABOLIC CODE

MCGRAW HILL LIFE SCIENCES

MEDICAL METRICS

NOEXNO - CBD

NEUROVANA

ONCOQOL

P&G PHARMACEUTICALS

PROSCAN IMAGING

RESULTS RNA

TESSERACT MEDICAL RESEARCH

TRINUTRA

TRINITY MEDSCI CONSULTING

THORNE

ZEROHD

EXPERIENCE

VISUAL COMMUNICATIONS MANAGER / GRAPHIC DESIGNER

Ohio Treasurer – Columbus, OH / 11/05/23-present

- Lead creative for Communication Director legislative projects, and Treasurer Modernization initiatives.
- Collaborated special project initiatives including, Annual Report, TOS Touchpoint Web Portal, renOHvate, Ohio Homebuyer Plus launch, STABLE Account, ag-LINK, OMAP.
- Created materials for Center for Public Investment Management conference
- Developed booth graphics for Real Money. Real World. – Ohio State Fair in partnership with The Ohio State University Extension Office
- Responsible for all print and promotional purchasing. Experience with DAS Copy Center

MARKETING MANAGER – COMMUNICATIONS GRAPHICS

Ohio Department of Aging – Columbus, OH / 2020-2023

- Developed time-sensitive critical communication pieces during the COVID-19 pandemic for older Ohioans, Area Agency on Aging, Nursing Home and Long-Term Care Facilities.
- Manager of print and promotional procurement which includes process collaboration between Department of Administrative Services, and ODA Fiscal Division
- Project Leader: Ohio State Fair, ODA Well Beyond 60 Expo (WB60).
- Supervisor for Electronic Graphic Design Specialist.
- Lead creative for Director level advocacy and legislative projects, and special projects for ODA Divisions including: State Plan on Aging, ODA Annual Report, Alzheimer's and Related-Dementia Plan, COVID-19 Rapid Response Program, COVID-19 Guideline's and Vaccine Protocols, Vaccine Access Grant, Long-Term Care Ombudsman, Senior Nutrition Farmer's Market, Human Resource initiatives. Golden Buckeye, Reframing Aging.

GRAPHIC DESIGNER (REMOTE EMPLOYEE)

Designs for Health – JJ Virgin Brand / San Diego, CA / 2018-2020

Execute all divisions graphic needs for this high-paced, functional health and nutrition women's brand.

- Worked directly with CEO, internal team of writers, social media advertisers, Shopify and web experts to promote the sales of influencer JJ Virgin's nutrition and wellness programs and dietary support products.
- Designed weekly sales promotional emails for email manager. Developed time-sensitive website graphics and Shopify on-line store graphics.
- Created digital nutritional guide books, infographics, promotional ads for social media, email, website sales promotions, Masterclass presentations.

GRAPHIC DESIGNER (REMOTE CONTRACTOR)

Thorne® / Sandpoint, ID / 2012-2015

Built Thorne's complete communication materials to support business and sales. Included practitioner and patient brochures, 175-page product catalog, digital ads, clinical reports, presentations, infographics, brand development, and trade show exhibits.

- Developed brand manual and set corporate standards
- Assigned special teams projects that helped opened communications with Mayo Clinic and partnership with United States Olympic Governing Body
- Set-up design process, traffic control and proofing/quality control procedures

ELECTRONIC DESIGN SPECIALIST

Ohio Department of Health / Columbus, Ohio / 12/2009 – 12/2011

Worked closely with Director, Bureau Chiefs, Public Affair Officers, Programs to develop promotion and education materials for outreach or policy initiatives

- Developed HIV Get Tested program, which was recognized by the CDC and presented at the 2012 International AIDS Conference.
- Created Ohio's first iconic image for ODH's Rural Health - Black Lung program. This icons' success has now been recognized as the image for all Black Lung Clinics in Ohio.
- Created successful H1N1 advertising campaign (FLU FIGHTER)
- Booth setup and design for Ohio State Fair.



Lisa is a true professional with an exceptional ability to capture the essence of a business, its owners, mission and market in order to create unparalleled impact designs. She takes ownership of the brand development, is not afraid to think differently in the best interest in the growth of the business and is timely on all deadlines. Lisa comes with my highest recommendation as a graphic designer as well as a person. Top qualities: Great Results, Smart, Personable, Creative.”

Fritz Geer, COO
LaValle Metabolic Institute



Lisa creates brands that readily connect with customers. She has a solid understanding of her client business and is appropriately flexible and easy to work with. She integrates a marketing mind frame into her creative solutions and creates graphics products that are relevant, on-target and fit within the time constraints, resource limitations and budgetary requirements of mid-size companies. We recommend her highly based on her success with our previous projects. Top qualities: Great Results, Personable, Creative

Marc Bowers, President,
GRUN Company

AWARDS | RECONGNITION

- NOMINATED CIVIC VOLUNTEER OF THE YEAR
ANDERSON CHAMBER OF COMMERCE
- RX ADVERTISING AWARD OF EXCELLENCE – COLLATERAL
INDIGO MEDICAL
- RX ADVERTISING AWARD OF EXCELLENCE – ILLUSTRATION
WC BROWN PUBLISHING
- RX ADVERTISING AWARD OF EXCELLENCE - SALES BROCHURE
ETHICON ENDO SURGERY, INC.
- SOCIETY OF TECHNICAL COMMUNICATORS AWARD OF EXCELLENCE
- BRONZE QUILL AWARD OF EXCELLENCE - POSTER
ADOLESCENT OF EDUCATION
- BRONZE QUILL AWARD OF EXCELLENCE – POSTER
KEYBANK

TECHNOLOGY

ADOBE CREATIVE SUITE:

Expert: Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe InDesign,
Some experience: After Effects

MICROSOFT:

Word, PowerPoint, Excel

EMAIL PLATFORMS:

MailChimp, Constant Contact, Stripo

SOCIAL PLATFORMS

Facebook, Instagram, Google+, Twitter, LinkedIn

PROJECT COMMUNICATIONS/MANAGEMENT

Asana, Slack, G Suite, DropBox

COURSES

Design Thinking: Columbus College of Art and Design

PORTFOLIO

www.lisaklancher.com