

LIZ WEGERER

Writer • Marketer • Lawyer

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SUMMARY

Highly skilled writer and marketing professional with 20+ years experience working with clients in diverse industries, including legal, technology, luxury, hospitality, travel, and action sports.

An expert in crafting brand voice, exceeding editorial goals, leveraging the power of social media to drive measurable results, and developing and executing successful marketing strategies and campaigns.

KEY SKILLS

- **Writing**
 - website copy
 - feature stories
 - white papers
 - C-level interviews
 - press releases
 - marketing copy
 - corporate profiles
 - blogs
 - newsletters
- **Strategy**
 - SEO
 - social media
 - full campaigns
- **Design**
 - newsletters
 - brochures
 - social graphics
 - PDFs

EXPERIENCE

LIZ WEGERER CREATIVE, *Everett, WA & Bonaire, Dutch Caribbean*

FOUNDER AND PRINCIPAL (June 2011 - present)

Working with businesses and individuals to provide a wide range of writing, strategy, and design services and expertise, including: copywriting, website copy and design, feature articles, editorial work, social media content and management, blog posts, and marketing strategy and collateral.

Notable achievements:

- Editor-in-chief and writer for a London-based digital magazine in the finance industry
- Creation, design and content for an info-entertainment website (www.theadventuresofislandgirl.com)

FIFTY FIVE AND FIVE, *Redmond, WA & London, UK*

ACCOUNT DIRECTOR (June 2019 - February 2020)

Responsible for opening the firm's first US-based office in Redmond, WA, including office space and furnishings procurement and operations set-up. Also managed client relationships, US-based marketing efforts, and US-focused business development. Traveled regularly between London and Redmond.

Notable achievements:

- Represented the company at numerous Microsoft events and conferences
- Played an integral role in the successful inclusion of the company's proprietary software in the Microsoft Go-To-Market suite of product offerings

EDUCATION

MARQUETTE UNIVERSITY LAW SCHOOL

Milwaukee, WI

Juris Doctor Degree - 2003

Dean's List 2002, 2003

ALVERNO COLLEGE

Milwaukee, WI

Business & Management, BA - 1995

ATTRIBUTES

Qualities my colleagues & clients endorse:

- Copywriting
- Marketing
- Social Media

Personal attributes:

- Excellent communication skills
- Always respectful of deadlines