

# LIZ OVERSTREET

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## SUMMARY

Euripides said that the bold are helpless without cleverness. Having been labeled as bold *and* clever, I'm a dynamic professional who is well-versed in marketing, business communications and design. Excelling at problem solving, managing tight deadlines and mentoring junior staff, I'm an adaptable leader with exceptional skills in communication and building relationships at all levels.

## STRENGTHS & EXPERTISE

Project Leadership	Marketing	Graphic Design	Certified Professional Coach
Proposal Management	Business Writing	Copywriting	Training Development
Research & Analysis	Microsoft Office	Website Maintenance	Training Facilitation
Commercial Real Estate	Email Marketing	Adobe Suite	Customer Management
Lease Management	InDesign	(incl. Photoshop, INDD)	Sales/Relationship Building
CoStar Reporting	Spreadsheets	Website Production	QuickBooks

## EXPERIENCE & ACCOMPLISHMENTS

### BUSINESS DEVELOPMENT: MARKETING / PRE & POST SALES / DATA CLEANING

- Collaboration with team and managers regarding business objectives and project requirements
- Organized sales demos and solicited outside speakers for webinars
- Managed email marketing programs, from calendar to creative and list maintenance
- Directed marketing efforts from strategy to execution for lead generation
- Updated and maintained marketing collateral and handled trade show preparation

### CREATIVE: DESIGN / WEB / PRINT

- Advanced knowledge of Adobe Suite including Photoshop, InDesign, Acrobat, also Microsoft Office
- Exceptional written and visual communication skills to execute various digital and print projects
- Expertise in storytelling that meets the needs of a range of stakeholders with disparate audiences
- Produced B2B and B2C marketing communications for in-house and external partners
- Implemented intuitive layouts based collaborative work with usability engineer

### DOCUMENTATION & TRAINING: TECHNICAL / CREATIVE / EDITING

- Developed and presented software training for diverse groups of education professionals and executives
- Authored proposals, software documentation and user reference guides for internal/external usage
- Applied creative skills and learning principles to encourage participation and meet training objectives
- Reviewed, edited and approved materials developed by staff and contractors
- Constructed use cases and flow charts per software engineers, architects, and business analysts

### MANAGEMENT: VENDOR MANAGEMENT / RECRUITING / TRAINING

- Managed tight deadlines, training and mentoring while instilling motivation and promoting teamwork
- Administered organization-wide standards and trained staff (multiple programs/procedures)
- Cultivated excellent relationships with staff, clients, vendors
- Supervised and trained new employees, (software training, company standards, etc.)
- Maintained QuickBooks accounts, prepared reports and company financials

### RESEARCH & ANALYSIS: FACT-FINDING / TRENDS / VALUATIONS / SALES REPORTS

- Drove stakeholder collaboration to elicit, refine and document business requirements
- Managed CRE transactions, proposals, deal tracking, marketing, lease abstracts, client communications
- Produced multimillion-dollar commercial lease amortization schedules articulating rate/term scenarios
- Compiled cost analysis reports and researched market reports for valuations

## PROFESSIONAL BACKGROUND

### Transaction Manager

*Capacity Commercial Group, Portland, OR  
2010 – Present*

### Manager

*Envoy Relationship Marketing, Portland, OR  
2014 – 2020*

### Marketing Director

*Pre-Employ, Redding, CA  
2009 – 2010*

### Additional project work includes:

- Advata
- Club Corporation of America
- Construction Contracting Academy
- Covansys
- Esurance
- Everest Consultants
- Grand European Tours
- Insight Vacations
- Kentucky Online Vehicle Information System (OVIS)
- Kuakini Health System
- Lane Community College
- Microsoft / Bellevue School District Pilot Project
- Oregon Center for Applied Science
- Oregon Department of Human Services
- Promessa Organic
- Royal Caribbean Cruises
- SourceESB
- Stockamp & Associates

**To see examples of my work, please visit this link: <https://www.goalreaper.com/bio-resume>**

## ADDITIONAL INFO

### Training & Certifications

- Successfully earned Professional Coach Certification (CPC) from Coach Training World 60-hour training, plus additional hours: peer, mentor and practical
- Completed PCC 30-hour Small Business Builders Program
- Continuing Education Coursework has included: Technical Writing; Public Speaking; Marketing Principles; Introduction to Object Oriented Programming

### Volunteerism

- Timberland Falls HOA Board: Former Vice Chair
- Oregon League of Minority Voters Dinner of Hope: Marketing materials
- CARES Northwest: Web Design, Inception, production, maintenance

### Portability

- Untethered, current passport holder, excited to relocate for the next chapter
- Enjoy travel and have been to Spain, Mexico and Thailand the last 4 years; I've lived and traveled throughout the U.S. for business and pleasure