

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	Copywriting	Website Production	Training Development
Research & Analysis	Business Writing	Email Marketing	Training Facilitation
Commercial Real Estate	Adobe Suite	Website Maintenance	Customer Management
Lease Management	Photoshop	Spreadsheets	Inside Sales
CoStar Reporting	InDesign	Microsoft Office	QuickBooks

EXPERIENCE & ACCOMPLISHMENTS

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

CREATIVE: DESIGN / WEB / PRINT

- Advanced knowledge of Adobe Photoshop, InDesign, Acrobat and 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

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

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

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 prep

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

PROFESSIONAL BACKGROUND

Transaction Manager

Capacity Commercial Group, Portland, OR
2010 – Present

Manager

Envoy Relationship Marketing, Portland, OR
2014 – Present

Manager

Pre-Employ, Redding, CA
2009 – 2010

Additional project work includes:

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

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 3 years; I've lived and traveled throughout the U.S. for business and pleasure