

# LIZ EARLE

CREATIVE MARKETING

## CONTACT

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## ABOUT

5+ years professional experience as a talented marketer, maker, and small business owner seeks collaborative environment where my unique skills can help your business grow.

## SKILLS

Copywriting  
Editing  
D2C Sales  
Brand management  
Social media strategy  
Project management  
Event management & coordination  
Basic HTML & CSS  
Art direction  
Product photography & editing  
Product design & construction  
Sewing

## TOOLS

Google analytics  
Microsoft Office Suite  
Shopify / Squarespace e-commerce  
Meta business suite  
Basecamp / Slack  
Mailchimp  
Buffer / Hubspot / Later  
Pixelmator / Photoshop / Canva

## EDUCATION

### College of Charleston

B.A. Communication Studies, 2010

## EXPERIENCE

### Realtor® | Parks Realty, 2021 - Present

- Assisting clients with their real estate transactions & small business owner of **Choice Nashville**, [www.choicenashville.com](http://www.choicenashville.com)

### Founder | Choice, 2020 - Present

- Freelance marketing and creative services consultant.
  - Work with various Nashville small businesses for sample garment construction, production, design & development.
- Owner and maker of **Choice**, a lifestyle e-commerce brand at [www.madebychoice.co](http://www.madebychoice.co).
- Freelance tailoring and alteration services for artists, stylists, designers, and neighbors in Nashville.

### Creative Director | Original Fuzz, 2017 - Present

- Assist founder in developing and managing all aspects of the business while growing revenue and maintaining profitability.
  - Oversee new product development, including initial R&D, prototyping, art-direction for photography, photo editing, and coordinating marketing campaigns.
  - Lead production team and manage daily operations, including daily sales goals, inventory, and fulfillment.

### Marketing Manager | Original Fuzz, 2016 - 2017

- Write, edit, manage online blog, socials, and weekly newsletter to reach profitability while maintaining brand values and vision..
  - Coordinate topics, interviews, deadlines, publishing duties, editing responsibilities, and manage all contributor's for monthly online magazine that reaches **9k+** subscribers.
  - Successful PR wins include landing editorial placement in *Pitchfork*, *The Tennessean*, and the *Wall Street Journal*.
  - Develop college-credit internship program.

### Co-Founder | Electric Thread, 2016 - 2020

- Design, make, and market stage wear for everyday as co-manager of a small business.

### Sales | Hatch Show Print, 2014 - 2016

- Sales, customer service, shop guide for legendary letterpress company inside the Country Music Hall of Fame.

### Store Manager | Francesca's, 2012 - 2014

- Lead and motivate team to meet daily sales goals, provide the best customer service, maintain visual integrity, and manage daily operational standards.

## REFERENCES

Available upon request.