

# LIZ OVERSTREET

## PROFESSIONAL EXPERIENCE

## EMPLOYMENT

### Transaction Manager

Capacity Commercial Group  
2010 - Present

### Life Coach/Consultant

Lizuminary.com  
2012 - Present

### Office Manager

Envoy Relationship Marketing  
2014 - Present

### Marketing Director

Pre-Employ.com  
2009 - 2010

### Marketing Manager

Passport Online, Inc.  
2003 - 2008

### Senior Consultant

Web/Interface/Tech Writing  
Multiple Contracts  
Local and National Project Sites  
Prior to 2003

## SKILLS/TOOLS

Certified Professional Coach  
(CPC), CoStar, Microsoft Office:  
Word PowerPoint, Excel, Outlook  
Visio, ACT CRM, CMS, Email  
Marketing, (Constant Contact  
MailChimp, etc.), HTML, CSS  
Adobe Suite: Photoshop, InDesign  
Illustrator, Dreamweaver, Acrobat

## PHILOSOPHY

*Committed to helping my clients  
(internal and external) improve their  
lives by supporting, motivating and  
inspiring them to find their way with  
individualized and comprehensive  
solutions. My goal is to always  
exceed the expectations of my  
clients. I demonstrate the highest  
ethical standards in my business  
practices and social interactions.*

## CONTACT

Lizuminary@gmail.com  
Lizuminary.com  
+1 503-970-4662  
linkedin.com/in/lizoverstreet  
Twitter @Lizuminary

## MANAGEMENT

- Create and maintain relationships with clients and vendors
- Hired, managed and trained staff and contractors
- Project management and development of email marketing programs
- Trained diverse groups of secondary education professionals
- Oversee organization-wide standards and trained staff (multiple programs/procedures)

## ANALYSIS/RESEARCH

- Transaction management (sales/lease) including proposals, deal tracking, marketing, client communications, lease abstracts
- Produce multimillion dollar commercial lease amortization schedules articulating rental rate and term scenarios
- CoStar research CRE market, compile data, create summary reports
- QuickBooks maintenance, prepared reports and company financials

## TECHNICAL WRITING/EDITING

- Produced Software Training and Quick Reference Guide for Microsoft Class Server, and delivered 'Train the Trainer' sessions
- Produced proposals, software documentation, user guides for internal/external usage
- Produced use cases, flow charts, and instructor packages for training
- Reviewed, edited and approved materials developed by staff/contractors
- Blog: <https://lizuminary.com/inspiration>

## BUSINESS DEVELOPMENT

- Manage email marketing programs, A/B testing and analysis
- Increased customer traffic/ sales, improved data quality, increased contacts
- Research and list creation for internal and external projects
- Coordinated sales demos and solicited outside speakers for webinars
- Managed marketing efforts from strategy to execution for lead generation
- Updated and maintained marketing collateral, trade show prep

## CREATIVE

- Design and copywriting for websites, presentations, proposals, marketing
- Design marketing presentations, proposals, newsletters, and digital media
- Develop website prototypes, managed production, coding, edits and design
- Implemented styles based on usability test results with usability engineer
- Produced several unique weekly emails for clients including: Royal Caribbean, ClientEase, Vacation.com, OSSN, etc.

## COMMUNITY INVOLVEMENT/LEISURE

- Former Timberland Falls HOA Board Vice Chair
- Volunteered Marketing Oregon League of Minority Voters Dinner of Hope
- Volunteered for CARES NW Web Design, Inception, production, maintenance
- 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.
- ***Untethered, current passport, will relocate!***