
Liz Popolo

Graphic Arts Director & Animator

Williamsburg, Massachusetts
elizabeth@popolo.com
Instagram: @lizpopolo
978-505-1744

EXPERIENCE

Voter Choice Massachusetts — Arts & Media Director

SEPT 2017 - PRESENT

Full-time media team director for non-profit electoral reform org. Specialties: graphic design; digital media marketing/outreach; print layout; video production and photography; team management; art services for fundraising, ecommerce, messaging, and social media.

Primary tasks: Coordinating email blasts across 9+ statewide regions; list maintenance and segmenting; visual branding, graphic design and layout for printed lit and hard goods; online store marketing and fulfillment; event scheduling and promotion; social media content creation and web updates; video production; digital fundraising.

Voter Choice Massachusetts — Pioneer Valley Chapter Lead

JAN 2017 - PRESENT

Regional leadership across 3 counties of Pioneer Valley. Responsible for growing the second-largest Voter Choice MA chapter outside of Greater Boston, including local management of 25-75 volunteers.

Doodle Pictures Studio, Enfield CT — Animator

OCT 2012 - JULY 2017

Full-time animator primarily working on LEGO® Star Wars™ short CG cartoon webisodes for lego.com and web advertising.

Primary tasks: CG character animation; animatics & key shot layout; playblast compositing. Tools: Autodesk Maya & Adobe After Effects.

EDUCATION

Cornell University, Ithaca NY — College of Human Ecology

2004 - 2008 | Bachelor of Science in Design and Environmental Analysis

Animation Mentor, Emeryville CA — Character Animation

2008 - 2010 | Certificate of Advanced Studies in Character Animation

Gained first-hand experience from mentors working in feature film studios including Pixar, Disney, Blue Sky, Laika, and others.

SKILLS

Fluency in digital packages including full Adobe Suite, Autodesk Maya, Google & Microsoft Office suites.

Fundamentals in motion graphics and audio design in After Effects.

Graphic layout and print media production for bulk printing, vendor relations.

Spreadsheet organization & email list maintenance in Nationbuilder and Mailchimp.

Digital & paper mail fundraising.

Print, packing & shipping goods via ecomm platforms incl. Ecwid.

Independent initiative & drive.

Ran & successfully funded a Kickstarter at \$3,000.

Management of volunteers.

Excellent skills with persuasive copywriting/email blasting.

Social media content creation and analytics (Facebook & Insta).

Photography, videography & post-production.

VOLUNTEER WORK

Figure Drawing Instructor
Holyoke League of Arts
Holyoke MA

SKILL RATINGS (1-5)

5 | Designing graphics for digital and print media and able to work in multiple styles and focus on detail and readability

5 | Managing email marketing campaigns and creating social media content

4 | Video and audio recording, editing, graphics/titles, post-production

4 | Printing and shipping goods and materials to donors & customers

4 | Graphics and literature layout for pre-press

4 | Recruiting, training, and managing volunteers

3 | Fundraising through online platforms such as Kickstarter

3 | Sourcing and vetting vendors and online resources

2 | Assisting with internal and external office communications between staff, contractors, volunteers, and vendors

5 | Adobe Photoshop, After Effects, Google Docs, Google Sheets, Mailchimp, Vimeo, FTP, WeTransfer, HTML, CSS, File organization and naming

4 | Adobe Acrobat, Microsoft Word, Microsoft Excel, GoDaddy, WordPress

4 | Facebook

3 | Instagram

2 | Adobe InDesign, Adobe Premiere

1 | Twitter