



CELESTE LIZANICH

Multimedia Designer ~ Marketing Manager

Salem, OR 97305

celeste@celestelizanich.com

[Linkedin](#)

August 2025

ABOUT ME

I have an ardent love for design! With a background in marketing, photography, design, and writing and a formal education in multimedia design and leadership, I bring both creativity and technical skill to my work. Feel free to explore my websites to view my projects.

STRENGTHS

Creative
Reliable
Fastidious
Collaborator
Excellent Communicator

SKILLS

Adobe InDesign	UX Design
Adobe Illustrator	Graphic Design
Adobe XD	Photography
Photoshop	Videography
Sony Vegas Pro	Illustration
Visual Studio	HTML / CSS
Light Room	Microsoft Office
Procreate	Word Press
E-commerce	Wix
Premier Pro	Google Docs
Campaigns	Marketing
Social Media	GIFs
Microsoft Word	Power Point
ChatGPT	Copy Writing
AI	Data Analytics
Analysis Skills	Digital Marketing
Email Marketing	SEO Marketing
Google Analytics	Social Media
Meta Ads	
B2C content creation & B2B marketing	

PERSONAL

I love to read!
I enjoy the outdoors.
I think kids are amazing.
I love animals.
I like a creative challenge.

WEBSITES

celestelizanich.com
sisphotography.shop

EXPERIENCE

Sept. 2024 – Aug. 2025

SERVICEMASTER – DIGITAL
MARKETING SPECIALIST

RESPONSIBILITIES: As a Digital Marketing Specialist at ServiceMaster, I utilized a diverse skill set to execute impactful marketing strategies across both B2B and B2C channels. I developed and managed both digital and print content, oversaw social media platforms, and implemented SEO strategies, email marketing, and paid advertising campaigns using tools like Meta Ads. With advanced proficiency in Adobe Creative Suite, Canva, AI tools, and data analytics, I created visually compelling, results-driven campaigns. I also applied strong communication, project management, and storytelling skills to boost brand visibility, drive audience engagement, and generate qualified leads across various digital platforms. I was responsible for creating website content pages, including copywriting and image design, and handled all print materials such as business cards, fliers, door hangers, and more. Additionally, I collaborated closely with the sales team and director of sales and created both copy and imagery for all blog content.

March 2023 – Sept. 2024

RICHARD GRETZ GOLDSMITHS
– MARKETING MANAGER

RESPONSIBILITIES: I led all aspects of marketing operations, including managing social media platforms, overseeing the development of paid and organic content, planning and executing newspaper and television ads, maintaining the company website, E-commerce, coordinating email marketing campaigns, and producing all printed marketing materials.

EDUCATION

Graduated From:
Chemeketa
Community College

DEGREES ACQUIRED:
Associate of Applied Science Degrees -
Graphic Design and Interactive Media

DEGREE COMPLETED June 2026:

Bachelor of Applied Science Degree -
Leadership & Management

Graduated From:
MT. Hood
Community College

DEGREE ACQUIRED:
Associate of Applied Science Degree -
Television Production Technology

AWARDS

Chemeketa Student Art Show
Top Qualifier

Honor Roll
President's List
Dean's List

INTERESTS

Design // Art // Video // Hiking // Reading