

Elizabeth Beier

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SUMMARY

Visual storyteller and digital communications generalist with over ten years across social media, video and animation, illustration, and published journalism. I turn complicated stories into video and visual content people actually watch and share, and I measure whether they landed. Reported comics journalism published by The Lily (The Washington Post), The Nib, and The Comics Journal. Based in Albuquerque, New Mexico.

SOCIAL, VIDEO, AND VISUAL CONTENT

- Editorial video and animation: wrote, illustrated, and animated the most watched video in Choose Democracy's history, a civic explainer with 26,000 views; delivered a commissioned animation for a Salesforce Futureforce event; produce video and web content for NICOR Lighting's channels.
- Journalism, on the record: seven reported comics for The Lily, The Washington Post's feminist project, art directed by Rachel Orr and named among The Lily's favorites of the year in 2018 and 2019; also published by The Nib, The Comics Journal (five pieces), and HuffPost. Researched, reported, edited, fact checked, and published by national outlets.
- Social strategy and growth: doubled the Facebook following of the climate nonprofit Climate Parents in two years at Citizen Engagement Lab; plan and publish multi channel social calendars for a national nonprofit and for an owned consumer brand; run a recurring Instagram carousel series for an AI literacy project.
- Templates and systems for other people's teams: built a brand compliant presentation system at NICOR that non designers use through a four field form, and a templated content system for Painting the Southwest that keeps social, email, and web consistent.
- Making hard subjects clear to a general audience: Belle of the Bot, an AI literacy site of 164 illustrated explainer cards, quizzes, and social carousels I write, illustrate, and build myself, live at <https://whatthebot.vercel.app/>.
- Analytics: Google Analytics 4 and Google Tag Manager architecture, custom event tracking, Looker Studio, and hand built reporting dashboards; track audience growth and content performance and adjust the plan to it.

SKILLS

Content: Short form and long form video editing, animation and motion graphics, illustration, graphics for social, copywriting and editing, storytelling, brand voice and visual systems

Software: Adobe Creative Suite (After Effects, Illustrator, Photoshop, InDesign), Figma, Canva, Buffer, WordPress, Webflow, Squarespace, HTML and CSS, Google Workspace, Slack, Notion

Platforms: Instagram, Facebook, YouTube, LinkedIn, email (HubSpot in production use), owned web

Measurement: Google Analytics 4, Google Tag Manager, Looker Studio, platform analytics, UTM tracking, custom dashboards

AI in practice: Daily working use of Claude and ChatGPT for research, drafting, and production; built two production AI content tools at NICOR with measured results

PROFESSIONAL EXPERIENCE

Marketing Multimedia Specialist, NICOR Lighting

Albuquerque, NM | March 2026 to Present

- Produce video, web, email, and presentation content for a national B2B manufacturer; built the marketing analytics capability from scratch (Google Analytics 4, Google Tag Manager, custom event tracking across three properties) and a reporting dashboard on the Analytics Data API.
- Built a presentation generator that took a 42 minute manual build per product down to a four field form, and an email campaign generator that replaced a 75 minute manual build. Two CEO signed recognition awards in the first four months.

Founder and Marketing Lead, Painting the Southwest

Albuquerque, NM | 2024 to Present

- Founded and run an artist owned brand with more than 30 products: all content, social, email, storefront, and a self built dashboard modeling five revenue channels. Over \$30,000 in revenue in 2025, on track for \$50,000 in 2026. New Mexico True Certified; featured in the NM True Holiday Gift Guide 2025.

Marketing Consultant, Interfaith Power and Light

Remote | 2026 to Present

- Produce and schedule multi channel social and email content for a national nonprofit, publishing through Buffer and managing website content in Webflow.

Creative and Marketing Consultant, Choose Democracy

Remote | 2021 to 2026

- Wrote, illustrated, and animated the organization's most watched YouTube video, a civic explainer with 26,000 views; created more than 400 illustrations for its website, articles, and training materials, later published in print in 2024.

Comics Journalist, The Lily (The Washington Post), The Nib, The Comics Journal

Freelance | 2015 to 2020

- Reported, wrote, and drew journalistic comics for national outlets; named among The Lily's favorite artists of the year in 2018 and 2019.

Adjunct Professor of Comics, California College of the Arts

San Francisco, CA | 2019 to 2021

- Taught graduate courses in visual storytelling and narrative development.

Creative Consultant, Oliver Wyman

San Francisco, CA | 2017 to 2020

- Executive briefing decks and live graphic facilitation at client events for audiences of several hundred, credited by name on client published boards.

Graphic Designer, Citizen Engagement Lab

Oakland, CA | 2013 to 2016

- Designed digital advocacy campaigns across social, email, and web for progressive nonprofits; doubled Climate Parents' Facebook following within two years.

EDUCATION AND CERTIFICATIONS

- Bachelor of Fine Arts, Communication Design, Washington University in St. Louis, 2012
- UX/UI Design Bootcamp Certificate, University of California Berkeley Extension, 2022
- Google Digital Marketing and E-Commerce Certificate, Google via Coursera, 2025
- Google Analytics Individual Qualification, Google Skillshop, 2025
- HubSpot Marketing Certification, in progress