

Elizabeth Beier

marketing technology & analytics · albuquerque, nm · open to remote · elizabethbportfolio@gmail.com

Marketing technologist and analytics-minded marketer with over ten years across marketing operations, web and creative. I build the measurement and the systems behind marketing — GA4 and Google Tag Manager architecture, live dashboards, email and ecommerce funnels, and AI-accelerated internal tooling — and translate the results into recommendations for leadership. A deep creative background in design, video and storytelling lets me bridge the creative-technical gap most teams fill with two hires. Seeking marketing operations, marketing analytics or marketing technology roles, remote or Albuquerque-based.

experience

Marketing Multimedia Specialist

nicor lighting · albuquerque, nm · march 2026 to present

- Built the company's marketing analytics capability from scratch — GA4, Google Tag Manager, hand-built event tracking, and a registered custom dimension per event — delivered as a live, access-controlled dashboard now in daily use by the marketing team at zero recurring cost.
- Audited the tag estate before building and found the container provisioned under IT's account rather than Marketing's; created a replacement under the correct account, coordinated access with IT, briefed the agency to swap the snippet, and confirmed the old container was fully removed.
- Installed the full measurement layer ahead of a hard relaunch deadline across three properties — new site, legacy site, distributor portal — so the migration had a real baseline. Verified on staging via preview mode and hit-level inspection; measurement was live on day one.
- Built the dashboard against the Analytics Data API with hand-rolled service account authentication — JWT construction and RSA signing, token exchange and caching — plus two-tier caching, batched queries and read-only least-privilege access. Twelve report queries including a cross-property migration comparison and PDF export.
- Designed and shipped a product deck generator: a four-field web form that fetches a product page, auto-discovers and extracts the spec sheet, resolves assets from a 411-item badge library, and outputs a brand-compliant presentation. Replaced a manual build measured at 42 minutes per product across a 27-product queue, roughly 19 hours of designer time per cycle.
- Shipped an email campaign generator that makes compliance structural — the opt-out is a server-side constant and UTM tagging is verified by deterministic code against the output HTML, not by the model. Replaced a manual build measured at 75 minutes per campaign. Delivered with a written SOP.
- Led the CEO-directed website redesign. Reviewed the agency contract first to establish which layers could be changed in-house without voiding the warranty, then delivered a production CSS system versioned to v2.20 across nine documented sections, cutting force-override declarations from roughly 200 to a handful.
- Serve as internal AI enablement lead, preparing workflow training for the wider marketing team.

Founder and Marketing Lead

painting the southwest · albuquerque, nm · 2024 to present

- Founded and operate an artist-owned ecommerce business with 30+ SKUs across oracle card decks, art prints and original works, sold through a Squarespace storefront, galleries and in-person shows. Currently \$37.2K year to date, up 96% against the same point in 2025.
- Rebranded the business in March 2026 — new visual identity, positioning line, templated content system and matching website — followed by the strongest growth month the account has had.
- Own the full stack solo: strategy, brand, GA4 tracking and conversion goals, email and social campaigns, production, fulfilment, and a self-built dashboard modelling five revenue channels with restock alerts at \$0 monthly cost.

Marketing Consultant

interfaith power and light · remote · 2026 to present

- Produce and schedule multi-channel marketing content across social and email, managing the publishing calendar in Buffer and website content in Webflow.
- Partner on content strategy and community engagement across ongoing campaigns.

Creative and Marketing Consultant

choose democracy · remote · 2021 to 2026

- Created the organization’s most-watched YouTube content, an animated explainer with 26,000 views.
- Produced over 400 cohesive illustrations for an interactive storytelling project in digital and print form.
- Work featured in Waging Nonviolence, reaching over 750,000 readers across media outlets.

Creative Consultant

oliver wyman · san francisco, ca · 2017 to 2020

- Built executive briefing decks for managing directors preparing for high-stakes client meetings, and delivered live graphic facilitation at client events for audiences of up to several hundred attendees.

Adjunct Professor of Comics

california college of the arts · san francisco, ca · 2019 to 2021

- Taught graduate-level courses in visual storytelling and narrative development in the Master of Comics program.

Graphic Designer

citizen engagement lab · oakland, ca · 2013 to 2016

- Designed digital advocacy campaigns across email, social and web; doubled the Facebook following of nonprofit Climate Parents within two years.
- Managed social scheduling and performance tracking in Hootsuite, analyzing engagement metrics to optimize content and report results to stakeholders.

skills

Analytics engineering	Google Analytics 4 · Google Tag Manager · custom JavaScript, RegEx table, DOM element and element visibility variables · custom dimensions · preview-mode QA and hit-level verification · relaunch baseline preservation · UTM taxonomy and enforcement · Looker Studio
Marketing operations	Email and lifecycle marketing · marketing automation · HubSpot (certification in progress) · Buffer · ecommerce operations · campaign SOPs · compliance-by-architecture · link tracking · Meta Ads Manager
Backend and serverless	Serverless API endpoints · edge middleware authentication · JWT construction and RSA signing · OAuth token exchange · multi-tier caching · request batching · least-privilege service accounts · third-party and LLM API integration
AI implementation	LLM integration for extraction and generation · prompt engineering as enforceable specification · anti-hallucination constraints · deterministic verification of model output · internal AI enablement
Front end and web	HTML · production CSS architecture · JavaScript · React · browser canvas processing · Office Open XML manipulation · email HTML with MSO conditionals and VML · WordPress · Webflow · Squarespace · GitHub · Vercel
Design and creative	Adobe Illustrator, Photoshop, After Effects, InDesign · Figma · Canva · brand systems · long-document typography · animation · art direction · copywriting

education and certifications

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

awards and affiliations

2026	Two company-wide, CEO-signed recognition awards within the first four months at NICOR Lighting
2025	People’s Choice Award, Louisville Art Association National Fine Art Show
2024	Surface Award, Emerging Artists of New Mexico, Harwood Art Center
member	Las Damas · Albuquerque Art Business Association · Corrales Bosque Gallery