
Elizabeth Musgrave, PMP

Project Manager | Creative Operations Lead

SUMMARY

Creative operations and design leader with 12+ years of experience delivering high-impact brand, digital, and experiential work within regulated enterprise environments. Proven ability to lead internal creative teams, build scalable workflows, and partner cross-functionally within marketing, commercial operations, and executive stakeholders. Known for blending strong creative direction with operational rigor to drive cost savings, efficiency, and consistency across complex organizations.

CORE CAPABILITIES

- Creative Direction and Brand Systems
- Internal Agency Leadership and Team Enablement
- Marketing Operations and Regulatory Compliance
- Cross-Functional Program Management (PMP Certified)
- AI Forward Problem Solving (Claude Opus 4.7, Figma MCP, Firefly, Nano Banana)
- Executive Stakeholder Partnership
- KPI Reporting, Capacity Planning and Cost Savings
- Digital, Email and Web Production (HTML/CSS)

PROFESSIONAL EXPERIENCE

Takeda Pharmaceutical Company

Project Manager, Creative Services

March 2023 – Present

- Provide creative leadership for Takeda's internal creative agency supporting U.S. Commercial Operations, business units, corporate communications, and enterprise meetings and events while delivering **six-figure annual cost savings** through reduced external agency spend
- Lead and mentor a team of graphic designers, setting creative standards and reviewing work to ensure brand consistency across digital, print, and experiential deliverables
- Own end-to-end creative intake, prioritization, and delivery for a high-volume pipeline (15-20 concurrent requests/month), balancing stakeholder needs and tight production timelines
- Serve as Adobe Workfront System Administrator, designing workflows, intake forms, dashboards and training programs to improve visibility and adoption across the enterprise
- Partner cross-functionally with marketing, legal, compliance and field teams to execute large-scale statutory price disclosure initiatives across multiple U.S. states – including overseeing the revision and deployment of **200+ compliant email templates**
- Manage creative job setup and agency collaboration within **Veeva Vault PromoMats**, ensuring accurate routing, approvals, and audit-ready documentation for digital and web assets

Senior Analyst, Graphic Design (Creative Operations & PMO Lead)

May 2018 – March 2023

- Led the delivery of high-quality digital and print design solutions across email, web, video, events, presentations and internal brand programs for multiple business units
- Established and led the Project Management Office (PMO) within Marketing Operations, defining processes, governance and tooling to support a growing internal creative function

- Spearheaded the implementation and adoption of **Adobe Workfront**, overseeing technical configuration, change management and business process optimization
- Built KPI dashboards and reporting frameworks to track utilization, turnaround times, and cost savings to automate performance reporting across 60+ projects, 12 business units and 45 stakeholders
- Acted as strategic partner to marketing and operations leadership, translating business needs into scalable creative and operational solutions

Printi USA (Cimpress)

Marketing Specialist

January 2018 – May 2018

- Supported a fast-growing startup brand within the Cimpress portfolio, contributing to website updates, email marketing campaigns, and social media branding initiatives
- Designed and maintained marketing assets for conferences and trade shows, ensuring consistent visual identity across digital and physical touchpoint
- Partnered cross-functionally to execute campaign communications using **Salesforce CRM**, **Trello** for project tracking, and **Hootsuite** for social scheduling

Cimpress (Vistaprint)

Senior Graphic Designer

March 2016 – January 2017

- Designed high-quality digital and print communications for a global corporate brand, supporting internal communications, leadership messaging and enterprise-wide initiatives
- Planned and executed creative assets for company-wide events including town halls, annual planning meetings, product launch expos, and internal brand campaigns
- Produced and edited video content using **Adobe Premiere Pro** for corporate communications with Canon/Nikon DSLR cameras and lighting rigs

Continuum Managed Services

Creative Marketing Associate

November 2013 – February 2016

- Served as primary creative contributor within a 20+ person marketing team supporting inbound marketing initiatives across email, landing pages, blogs and downloadable content
- Designed and developed HTML-based email templates, eBooks, sales enablement materials and partner-facing assets aligned to inbound marketing strategies
- Supported full-funnel marketing efforts using **HubSpot** integrated with **Salesforce CRM**, contributing to drip campaigns, lead nurturing and persona-driven content
- Tracked KPIs and sales goals to measure the performance and impact of inbound content on target audiences

EDUCATION

Bachelor of Science, Graphic Design and Digital Media

Champlain College in Burlington, Vermont 2008 – 2012

Member of the AIGA Champlain College Student Chapter

Certified Project Management Professional (PMP) since 2021

Project Management Institute

Above Target Score in all areas: People, Process, and Business Environment