

woody bibens & associates

EDUCATION

Bachelor of Journalism in Strategic Communications
Minor in Business
University of Missouri
Summa Cum Laude, 2005

PROFESSIONAL AFFILIATIONS

American Wind Energy Association
Greater Kansas City Chamber of Commerce
American Society of Association Executives
Non-Profit Connect
(Kansas City Council on Philanthropy)

PERSONAL AREAS OF INTEREST

Running
Gardening
Theatre
Decorating

LISA KLIETHERMES Marketing Manager

Lisa joined Woody Bibens and Associates in 2005 as a graphic designer. Since that time, she has not only undertaken a range of graphic design projects but has assumed responsibility for a host of other projects. She has designed both print and electronic media including magazines, brochures, branding materials, e-newsletters, and websites. In addition, she has project managed large website redesign processes, assumed key customer relations roles, and played an integral part in the planning of multi-day events.

Lisa's primary area of focus is on creating unified brands for businesses and associations. The centerpiece of a good brand is an excellent website. It's a website that is clear, easy to use, and can be updated frequently. Lisa designs user-friendly websites that complement a company's existing strengths. She either programs the website herself or manages the outsourcing of technical programming.

Since a website is only part an overall brand, Lisa ensures that all print and electronic publications complement and enhance the website. She is experienced with finding the balance point between a spectacular design and the practical application of the publication. She appreciates the interconnectedness of business strategy and how graphic design and well-conceived print and electronic material can enhance short and long-term business strategy.