

Michelle Leshner | Creative Direction + Marketing Communications

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in www.linkedin.com/in/michelleleshner

PROFESSIONAL PROFILE

A dynamic and versatile creative with deep expertise in brand storytelling, integrated marketing campaigns, digital and print communications, and consumer engagement. Proven track record of leading teams, creating high-impact campaigns, and growing brands across industries including in healthcare, technology, banking/finance, consumer goods, and lifestyle sectors for array of clients including; Visa, Union Bank, BlackRock, Charles Schwab, Intuit, Snapfish, Corsair, Procter & Gamble, AOL, SiriusXM, Nestle/Dreyer's, GE Healthcare, Amgen, Biomarin, and many smaller, growing brands. Skilled at building brand equity, crafting compelling narratives, leading teams, and delivering strategically driven creative work that drives results. Passionate about building brands with purpose and crafting work that delivers results.

EXPERIENCE

Michelle Leshner Designs

08/2022-Present | Art and Creative Direction

- Lead brand evolution for Indian Leap Winery, oversee creative across packaging/wine label, print collateral, CRM email, display ads, social, UX/UI, website, and promotional campaigns, manage website, marketing content design, drive revenue through multi-channel marketing and outside sales, oversee operations, compliance with ABC/TTB regulations, and administrative tasks
- Rebranding and multi-channel creative for Boomerang Medical, managing design systems, UX/UI design, wireframes, sitemaps, digital assets, print collateral, and regulatory-compliant communications
- Partnered with Traction Co on healthcare marketing initiatives for GE HealthCare, developed high-impact digital experiences, eBooks, and collateral within strict brand design systems
- Developed visual identity for Cornerstone Clinical Consulting and align clinical messaging with visual storytelling

Havas

05/2021-08/2022 | Group Art Supervisor

- Provided strategic leadership to support creative launch of BioMarin's new therapeutic across digital (email, display, website), social, video, and print platforms, building brand visibility among healthcare professionals and patients, partnered with outside agency to extend brand design systems
- Led and mentored a cross-functional team of art directors, designers, developers, and copywriters ensuring cohesive creative across omnichannel campaigns
- Presented strategic creative to clients and aligned business objectives with breakthrough design
- Oversaw creative resourcing, project timelines, and brand governance

10/2019-01/2021 | Senior Art Director

- Art direction, design, and development for CRM emails, websites/landing pages, and promotional materials (both digital and print) including display ads, eBooks, and user experience components
- Created product artwork and marketing collateral aligned with brand standards to elevate client presence for brands such as Enbrel, Citrix, and Vorvida
- Partnered with writers, designers, project managers, and developers to deliver cohesive and impactful creative solutions

PQ Bypass

02/2019-05/2021 | Creative Director

- Directed brand strategy and creative execution for a medical device including brand design systems, site maps, website/UX/UI, campaign development, and supporting FDA approval communications
- Managed cross-channel creative including digital content (email, display, website) social, experiential, and print
- Developed product artwork and marketing materials to enhance the overall product image including brand design system
- Built relationships with the internal team while providing guidance to junior team members

Indian Leap Winery

09/2017-03/2021 | Creative Director and Operations

- Developed and oversaw campaigns to grow revenue in all direct channels
- Managed packaging development including creative direction, production, and quality control of wine labels and TTB/COLA label approvals
- Led the strategic vision and execution of proprietary sales and marketing materials, develop written content, and manage website
- Creative direction of marketing materials in multi-channel efforts including print, packaging, social media, email campaigns, display ads, website, and promotions to help build brand recognition and drive revenue
- Developed and create overall brand look and feel, product artwork, and marketing materials to enhance the overall product image
- Development of the user experience in DTC website

EDUCATION

Academy of Art College

San Francisco, California

Master of Fine Arts
in Graphic Design

Graduated With Distinction
President's Honor List

Emerson College

Boston, Massachusetts

Bachelor of Science
in Advertising

Dean's List

Lambda Pi Eta, National
Honorary Society

CORE COMPETENCIES

Creative Leadership &
Team Collaboration

Brand & Campaign Development
(Digital, Print, OOH, Experiential,
and Social)

Content Creation & Storytelling

UX/UI and Website
(Responsive) Design

CRM, Email, Promotions,
Brand Communications,
and Direct Marketing

Healthcare, Consumer Goods,
Financial, Technology, and
Lifestyle Sectors

Print Advertising and Collateral,
Identity/Logo Design, Promotion
Design, Experiential/Event Design,
and Consumer Packaged Goods,
Infographics/Data Visualization

Regulatory Compliance
(Healthcare/Pharma/Alcohol/
Financial Expertise)

Client Relations & Strategic
Presentation

Agile, Fast-Paced Workflows

PRODUCTION

Print Production Management ·
Vendor Sourcing · Quality Control
Electronic Production

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop,
Illustrator, InDesign, Acrobat, XD)
Mac OS · Figma · Microsoft Office

AWARDS

Fierce Pharma Marketing
Awards Finalist: Consumer
Print, 2022

2021 Orange County Wine
Competition: Label Finalist

The All New American Logo

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EXPERIENCE (CONTINUED)

Ootem Advertising

06/2016–08/2017 | Senior Art Director

- Managed and art directed a diverse range of client projects across the Entertainment, Technology, and Health & Beauty industries
- Led design, development, and implementation of a DTC eCommerce beauty site along with supporting CRM email marketing, display ads, social media assets, promotional materials, collateral, print ads, large-format tradeshow graphics, packaging, and brand strategy for a skincare line
- Directed photo and video shoots for skincare packaging used in website content, print advertising, and display ad campaigns
- Presented creative concepts, strategic rationale, and final deliverables to clients while ensuring alignment with goals and brand vision
- Collaborated with cross-functional teams to plan, analyze, and execute projects efficiently from kickoff to completion

Snapfish

02/2014–12/2015 | ACD/Senior Art Director

- Designed, updated, and produced visual assets and landing pages to support new product and service launches for this photo gift eCommerce site
- Partnered with social media team to develop platform-specific strategies and creative content across multiple channels
- Collaborated with writers, designers, project stakeholders, and category managers to align creative with company-wide objectives and deliver comprehensive campaign materials
- Provided creative guidance and mentorship to junior designers while ensuring consistency and quality across deliverables

Lift Agency

05/2012–12/2013 | ACD/Senior Art Director

- Designed and developed marketing collateral, direct response materials, and digital assets for clients including Union Bank, SiriusXM, AOL, and Snapfish
- Created campaigns focused on customer retention, loyalty, and lead generation
- Led creative strategy for multiple new business pitches and contributing to key wins such as the SiriusXM account
- Built and maintained strong relationships with both clients and vendors to support seamless project execution

Open to relocation |
Open to East Coast hours