

# 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; Intuit, Snapfish, Visa, Union Bank, BlackRock, GE Healthcare, Amgen, Biomarin, Corsair, Procter & Gamble, AOL, SiriusXM, Nestle/Dreyer's, 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, digital, social, website, and promotional campaigns, manage website, marketing content, and brand, 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 brand systems, UX/UI design, digital assets, and regulatory-compliant communications
- Partnered with Traction Co on healthcare marketing initiatives for GE HealthCare, developed high-impact digital experiences, eBooks, and collateral within brand standards
- Developed visual identity and brand toolkit 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 product launch for BioMarin's across digital, social, and print platforms, building brand visibility among healthcare professionals and patients
- Led and mentored a cross-functional team of art directors, designers, and copywriters ensuring cohesive creative across omnichannel campaigns
- Presented strategic creative to clients, aligning 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 identity, website/UX/UI, campaign development, and supporting approved communications
- Managed cross-channel creative including social, print, experiential, and digital content
- Developed product artwork and print marketing materials to enhance the overall product image including brand toolkit
- Built relationships with the internal team while providing guidance to junior team members

### Indian Leap Winery

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

- Created brand recognition-and brand identity-through multi-channel efforts including print, social, digital, and experiential
- Responsible for understanding and communicating the user experience in DTC website
- Helped drive revenue, sourcing bottles, sourcing print, media buying, and operations

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## 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

Consumer Goods, Financial,  
Technology, Lifestyle, and Med  
Tech Sectors

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

Infographics/Data Visualization

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*

## 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 and development of a DTC eCommerce beauty site, along with supporting collateral, promotional materials, print ads, large-format tradeshow graphics, display ads, packaging, social media assets, and brand strategy for a skincare line
- Directed photoshoots 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

### betsy Dee & Co

06/2009–07/2012 | Senior Art Director

- Designed and developed collateral, print ads, emails, landing pages, and microsites for clients including Intuit and Google
- Collaborated with writers and project managers to produce effective, goal-driven marketing campaigns
- Managed electronic production to ensure accurate and timely delivery of creative assets

### Drive Design

06/2006–09/2009 | Senior Art Director

- Design and development (from concept through completion) of collateral, promotional materials, print ads, large-format tradeshow graphics, and digital content for clients including Corsair, St. Mary's Hospital, and Fujitsu
- Cultivated strong working relationships with clients, product managers, and vendors to ensure alignment and smooth project execution
- Directed product photography to support print and digital campaigns
- Oversaw print production management to ensure quality, accuracy, and timely delivery

Open to relocation |  
Open to East Coast hours