

Michelle Leshner | Creative Direction + Marketing Communications

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(Pword: medpharm)

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

DESIGN SPECIALTIES

Infographics/Data Visualization

Website (Responsive) Design

Direct (Mail) Marketing

Content Creation

eCommerce Design

CRM/Email Design

Social Media

Landing Pages

Display Banners

App Interface Design

Print Collateral Design

Print Advertising

Experiential Design

Event Communications

POS/Promotion Design

Identity/Logo Design

SKILLS

Concept Development

Strategic Thinking

Organization

Team Oriented

Client Facing

Manage Multiple Projects

Direct Marketing

Brand Communications

Print and Web Production

Lead Creative Talent

Project Management

Speed and Efficiency

TECHNICAL SKILLS

Mac OS

Adobe Creative Suite

Acrobat, Photoshop,

Illustrator, InDesign, XD

Microsoft Office

Sketch

Basecamp

Slack

Principles of UX and UI

PROFESSIONAL PROFILE

With experience in Direct Marketing, Brand Communications, Exhibition Design, and Print Advertising in the digital and print space, my client experience is diverse. My strengths include concepting a project, extending it across different mediums, collaborating with a team, creating work which builds brand affinity, while being on target, on brand, and on time. I have had the opportunity to work on a wide array of clients such as; GE HealthCare, Boomerang Medical, PQ Bypass, BioMarin, Amgen, Blue Shield, and many smaller, growing brands. Proven ability to build brand awareness, brand visual systems, design and develop marketing and collateral materials, direct marketing efforts, digital assets, while also being able to launch pharmaceuticals and services effectively.

MEDICAL AND PHARMACEUTICAL EXPERIENCE

FREELANCE ART DIRECTION AND CREATIVE DIRECTION

(08/2022-Present)

- **Boomerang Medical:** Creative direction of branded communications for a implantable medical device including brand visual systems, re-design of website (UX/UI and content—copy and art), and creating content for marketing materials while complying with FDA and governmental regulations
- **Traction Co:** Art direction, design and development of landing pages including user experience, printed collateral, display ads, digital one sheets, and an eBook for GE HealthCare while adhering to brand guidelines
- **Cornerstone Clinical Consulting:** Tasked with developing a new look and feel for the logo/identity of this clinical strategy and executional consulting firm working within the medical industry
- **Indian Leap Winery:** Creating brand recognition through multi-channel efforts including print, packaging, social media, CRM campaigns, display ads, website and promotions to help build brand recognition and drive revenue

HAVAS

(05/21–08/22 | Group Art Supervisor)

- Designed and developed the overall design strategy and launch of marketing materials (digital and print) for a first-of-its-kind pharmaceutical launch from BioMarin across multi-channel platforms
- Provided strategic leadership to support print, digital and social product marketing with adherence to brand standards and guidelines across patient and healthcare professional audiences
- Led a cross-functional team of full-time and freelance art directors and copywriters
- Presented work, rationale and strategy of projects to clients
- Responsible for resourcing of creative team and projects

(10/2019–01/2021 | Senior Art Director)

- Art direction, design and development of CRM email, website/landing pages including user experience, promotional materials (online and offline), display ads, emails and eBooks
- Developed product artwork and marketing materials, while adhering to brand guidelines, to enhance the overall image for various clients including Enbrel, Citrix, and Vorvida
- Collaborated with writers, other designers, project managers and developers

PQ BYPASS

(02/2019–05/2021 | Creative Director)

- Developed the overall design strategy and launch of marketing materials for a new medical device
- Designed the brand vision/system across multi-channel platforms including but not limited to social media, display ads, and printed collateral
- Managed, concepted, art directed projects in the digital and print space while preparing for launch of device/procedure upon approval by the FDA
- Re-design of website—including the user experience
- 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

CONSUMER EXPERIENCE

INDIAN LEAP WINERY

(09/2017–03/2021 | Creative Director and Operations)

- Create brand recognition through multi-channel efforts including print, packaging, social media, CRM email campaigns, display ads, website and promotions to help build brand recognition
- Responsible for understanding and communicating the user experience in direct-to-consumer website
- Set the overall look and feel; created brand toolkit to distribute to team members and vendors
- Develop product artwork and marketing materials to enhance the overall product image
- Help drive revenue, sourcing bottles to sourcing print, media buying and operations

AWARDS

Fierce Pharma Marketing

Awards Finalist:

Consumer Print, 2022

2021 Orange County Wine

Competition: Label Finalist

The All New American Logo

CONSUMER EXPERIENCE (CONTINUED)

OOTEM ADVERTISING

(06/2016–08/2017 | Senior Art Director)

- Managed and art directed multiple client projects across several business sectors—Entertainment, Technology and Health and Beauty
- Design and development from concept to completion of e-commerce site, collateral materials, promotional materials, print advertising, large format tradeshow graphics, display ads, packaging, social media, and strategy for skincare line
- Photo Art Direction of skincare packaging for website, print ads and display ads
- Presented work, rationale and strategy of projects to clients
- Collaborated with project teams to plan, analyze, organize and execute assigned projects

SNAPFISH (02/2014–12/2015 | ACD/Senior Art Director)

- Designed, updated and created artwork/assets, landing pages for new products/services
- Worked with social media team to develop strategies and content for multi-social platforms
- Gathered information in a cross-functional team environment to support company-wide creative objectives
- Collaborated with writers, other designers, project owners and category managers
- Provided creative leadership to junior designers

LIFT AGENCY (05/2012-12/2013 | ACD/Senior Art Director)

- Design and development of marketing and collateral materials, direct marketing efforts, digital assets for various clients including Union Bank, SiriusXM, AOL and Snapfish
- Developed direct mail and digital programs for customer retention, loyalty and lead generation
- Lead creative for several new business pitches; including winning the SiriusXM account
- Developed strong relationships with clients and vendor

BETSY DEE & CO (06/2009–07/2012 | Senior Art Director)

- Design and development of collateral, print ads, email, landing pages and microsites for clients including Intuit and Google
- Worked closely with writers and project managers to create on target marketing efforts
- Electronic production management

DRIVE DESIGN (06/2006–09/2009 | Senior Art Director)

- Design and development from concept to completion of collateral materials, promotional materials, print ads, large format tradeshow graphics and online content for clients including Corsair, St. Mary's Hospital and Fujitsu
- Built relationships with clients, product managers and vendors
- Photo art direction of products
- Responsible for print production management

FREELANCE DESIGN, CREATIVE DIRECTION AND PRODUCTION

Concepting, strategic marketing, design and production of collateral, direct marketing, branding and visual identity communications, exhibit design/tradeshow graphics, email and web design (including UI/UX), and creating content for social media for various agencies/clients.