

Michelle Leshner | Creative Direction + Graphic Design

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With experience in Direct Marketing, Brand Communications, Exhibition Design, Print Advertising and Promotions in the digital and print space, my client experience is diverse; ranging from financial services and Consumer Package Goods to healthcare, lifestyle and the food and beverage industry. My strengths include conceptualizing 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; Procter & Gamble, AOL, Intuit, SiriusXM, Symantec, Microsoft, Visa, Union Bank, Charles Schwab, Nestle/Dreyer's, and many smaller, growing brands.

INDIAN LEAP WINERY (Sonoma | 09/2017–Present | Creative and Marketing Director)

- Building the brand, as well as, creating brand recognition through multi-channel efforts including packaging, social media, email campaigns, banner ads, website and promotions
- Developed product artwork and marketing materials to enhance the overall product image
- Help drive revenue, sourcing bottles to sourcing print, media buying and operations

OÖTEM ADVERTISING (San Francisco | 06/2016–09/2017 | 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, tradeshow graphics, display banner ads, packaging, and strategy for skincare line
- Collaborated with project teams to plan, analyze, organize and execute assigned projects
- Concepted content and artwork for social media

SNAPPFISH (San Francisco | 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 network 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
- Print managed catalog efforts
- Directed photoshoots

LIFT AGENCY (San Francisco | 05/2012–11/2013 | ACD/Senior Art Director)

- Design and development of marketing and collateral materials, direct marketing efforts, email and landing pages for various clients including SiriusXM, Union Bank, AOL and Snapfish
- Developed direct mail and digital programs for customer retention, loyalty and lead generation
- Participated in and lead several new business pitches; including winning the SiriusXM account
- Developed strong relationships with clients and vendor
- Provided creative leadership to junior designers
- Print management of direct mail and catalogs

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

- Design and development of from concept to completion 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

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

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

ARC WORLDWIDE—A PUBLICIS COMPANY (San Francisco | 01/2004–05/2005 | Senior Art Director)

- Design and development of projects from concept to completion for Visa, Nestle, and Del Monte
- Designed B2B and B2C marketing materials including promotions, customizable direct mail packages, statement inserts, catalogs, and brochures
- Developed Partner Programs with The Olympics and Starbucks
- Directed photoshoots for Visa Small Business and Visa Dining Rewards programs

EXPERTISE/SKILLS

Mac OS
Adobe Creative Suite
Microsoft Office Suite
Sketch
Basecamp
Slack
Financial Services
Entertainment
Beauty
Direct Marketing
Concept Development
Strategic Thinking
Organization
Team Oriented
Client Facing
Manage Multiple Projects
Print and Web Production
Lead Creative Talent
Project Management
Speed and Efficiency

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