



## Brittney Leach

Graphic Designer

Print • Digital • Motion



### CONTACT



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buzzworthydesigns.com



in/brittneyleach



### EDUCATION

Culver-Stockton College - 2005  
B.S. in Business Administration

- Minor in Marketing
- Minor in Graphic Design

Lincoln Land Community College - 2014  
A.A.S. in Graphic Design Technology  
Web Authoring and Design Certificate  
Silk Screen Certificate

- Graduated with Honors  
(President's List 4.0 GPA)



### PORTFOLIO



buzzworthydesigns.com



### EXPERIENCE

The Mx Group  
April 2019 - Present  
*Graphic Designer*

- Responsible for bringing clients' B2B marketing needs and brand stories to life visually across multiple mediums including print, digital, video, interactive and social.
- Work with copywriters, art directors, creative directors, project managers, account coordinators and managers, copy editors, traffic coordinators and client services, to collaborate and develop creative concepts for clients.
- Partner with an international agency to form Team Fusion for an international client. Collaborate with members of the UK Team to tackle a recent redesign including brand guidelines, logo lockups, branded elements, refreshing previous material to the new brand and coordinating additional visual elements as the brand evolves.
- Successfully manage shifting priorities, extremely tight deadlines and last minute requests.
- Prep and deliver production-ready material for a myriad of deliverables such as tradeshow booth graphics, interactive elements for websites and landing pages, email blasts, print collateral (from print ads to large-scale wall graphics), digital assets (such as banner ads, hero images, social media graphics and more), product packaging, brochures, branded giveaways, presentation templates, etc.

Evolve Vacation Rental Network

April 2018 - March 2019

*Marketing Graphic Designer*

- Produce customer-facing, digital and print designs to support marketing efforts such as landing page designs, infographics, HubSpot emails, case studies, direct mail pieces, downloadable guides, banner and display ads, social media assets and motion graphic animations, kinetic typography, presentation decks, market reports and more.
- Created a motion graphic video, from storyboard, to illustrations to animation, that explains Evolve's process. Featured on the homepage and as the premier marketing instrument for all landing pages.
- Ad creation, including multiple versions to test for multiple markets, to drive leads and increase traffic. Examples include homepage takeover ads, RFI forms, call-to-action ads, A/B test lead capture forms, exit intent ads and more.
- Create large-scale wall graphics to promote company culture, mission and vision statements.
- Rebranding efforts including logo, typeface, color theory, brand archetype, visual styling, guidelines and usage.

## Sovrn

October 2016 – April 2018

### Graphic Designer

- Create engaging graphics to support marketing initiatives, in both print and digital mediums, such as infographics, ebooks, website elements, sales collateral, marketing emails, photography, social media assets and animations, motion graphic videos, Sovrn 101 pocketbook, pitch decks, event promotions and beyond.
- Art direction and collaboration with the Growth Marketing team to develop effective ad creatives, landing page elements and copy for social media, display and other advertising campaigns to drive conversions.
- Work with C-Suite members to create tangible creatives for company and product offerings that can be used both internally for training and externally for promotion.
- Bolster Sovrn events with creative print pieces, digital animations and signage, custom swag and more.
- Develop Sovrn branding guidelines including logo lockups and treatments, typeface, color theory, iconography, photography, personality elements, and various other assets for a company rebrand; as well as creating a site, *brand.sovrn.com*, for employees to access the brand tools.

## University of Colorado Boulder – Career Services

April 2015 – October 2016

### Marketing & Creative Manager (February 2016 – October 2016)

### Creative Services Specialist (April 2015 – February 2016)

- Responsible for the development, execution and distribution of all marketing materials, including printed media, digital signage, guidebooks, infographics, animations, videos, photography and promotional materials.
- Concurrently managed multiple design projects, collaborated with clients and printing vendors, presented design options and produced finished work with the Career Service office and various other campus partners.
- Art direction and management of the Marketing team to create communication copy, build out segmented emails, drive the overall direction of social media strategies, organization of content creation and providing daily managerial support for multiple long-range and short-range strategic marketing campaigns.
- Manage all website content creation, editing, and proofreading. In addition, I redesigned the department website to streamline the user experience and maintain a more consistent feel to our department's message.

## Lincoln Land Community College

December 2013 – April 2015

### Graphic Designer – Student Life Office

- Graphic Designer for all student clubs and independent college organizations. Design requests included posters/flyers, brochures, business cards, digital signs, logos, web banners, social media digitals, weekly email blasts, promotional giveaways (t-shirts, buttons, stickers, magnets, trinkets) and more. Also contracted to create digital and print promotions for the main campus' Public Relations and Marketing department.
- Coordinated with outside agencies for high quality prints such as banners, weatherproof signs, t-shirts and more. Process includes setting targets for print, color separation, setting bleeds, frame borders and various other press specifications based on the printed material type.



## CONTINUED TIMELINE

..... Pre-Graphic Design focus... Your classic, run of the mill, past life stuff.

e + a architecture – Office Mgr. Sports Monster – National Communications Coord. G.W.S., P. C. – Office Assistant  
Golf Discount – Bookkeeper Answers – Exec. Assistant Cott Beverages – Admin. Assistant Vacarro Consulting – Office Mgr.

2012

2011

2010

2009

2008

2007

2006

2005