



## Brittney Leach

Graphic Designer

### CONTACT

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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 Tech*  
*Web Design Certificate*  
*Silk Screen Certificate*  
*President's List 4.0 GPA*

### PORTFOLIO



buzzworthydesigns.com

### EXPERIENCE

Marshall Associates

January 2020 – Present

*Graphic Designer/Art Director*

- Content ideation and development of creative assets for brands across multiple eCommerce platforms; including Amazon, Wayfair, Walmart, Home Depot, etc. and becoming an expert in those platforms to understand the sizing, best practices and design strategy/methodology needed to result in creatives that produce exposure, click-throughs and sales.
- Create visually appealing and on-brand designs for various clients simultaneously; owning their brand guidelines and being trusted to research, write and design product creatives that align with their brand identity.
- Being a creative solution when we are given limited resources. Take white-background products and believably Photoshop them into in-use scene, research product features online when copy is not provided, write marketing copy to support designs, search stock photography and use AI to fill in elements, etc.
- Sole designer for a client who underwent a full brand refresh and created new top-to-bottom Amazon creatives (above the fold imagery, A+ content, brand store revamp and brand story creation) that, paired with media strategy from the account team, won the 2022 Amazon Ads Partner Award for Brand Building; resulting in +66% increase in YoY product sales.
- Overtook the need for a new project management system using monday.com and created project request forms, boards, automations, data analysis, time tracking and formulated dashboards that act as our team's digital Project Manager.

The Mx Group

April 2019 – January 2020

*Graphic Designer*

- Responsible for bringing clients' B2B marketing needs and brand story visually to life across multiple mediums including print, digital, video, email, interactive and social.
- Work with copywriters, art directors, creative directors, project managers, account managers and traffic coordinators to successfully manage creative strategies, shifting priorities, extremely tight deadlines and last minute requests.
- Collaborated with a UK agency for an international client's redesign that included brand guidelines, logo lockups, and refreshing previous material as the brand evolved.
- Prep and deliver production-ready materials for a myriad of deliverables such as tradeshow graphics, interactive website elements, print ads, large-scale wall graphics, banner ads, hero images, email blasts, social media graphics, brochures, branded giveaways, presentation templates and many more.

## 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 different 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.
- Company rebrand including logo, typeface, color theory, brand archetype, visual styling and guidelines.

## 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 assets, sales collateral, marketing emails, 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 style, personality and culture 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, Career Services

April 2015 – October 2016

### *Marketing and Creative Manager (Feb 2016 – Oct 2016)*

### *Creative Services Specialist (Apr 2015 – Feb 2016)*

- Develop, execute and distribute all program 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 within the office and various campus partners.
- Art direction and management of the Marketing team to create copy, build out segmented emails, drive social media strategies, organization of content creation and providing daily managerial support for multiple long-range and short-range strategic marketing campaigns.
- Manage website content creation and editing. In addition, I redesigned the department website to streamline the user experience and maintain a more consistent feel to the program's message.