

# GINA LEONE

## GRAPHIC DESIGNER + STRATEGIST

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### EXPERIENCE

#### SENIOR GRAPHIC DESIGNER // TRANSWESTERN REAL ESTATE SERVICES JULY 2019–PRESENT

Lead a team of “in-house creative agency” copywriters + designers to develop unique narrative-driven brands, marketing campaigns, and impactful collateral for various commercial properties and business development pursuits; provide creative direction + mentorship for design team; responsible for long-term and tight turnaround creative projects across the country and all business lines; coach regional design and marketing teams through creative client pitching; establish and maintain team’s portfolio + offerings website and assets; manage timelines, clients + vendor relationships.

#### LEAD GRAPHIC DESIGNER + STRATEGIST // JELL CREATIVE, INC. JUNE 2016–JULY 2019

Collaborate with team on branding, web creative, exhibit, and marketing collateral projects for large and small clients on tight deadlines; assist with video production + editing; confidently present deliverables directly to clients; develop positioning + messaging; perform competitive and qualitative research; manage clients and contribute to business development; and build relationships with a variety of vendors for print and fabrication.

#### ART DIRECTOR // THE BURR MAGAZINE // KENT STATE UNIVERSITY JANUARY 2014–MAY 2016

Rebranded Kent State’s oldest magazine; led a team of designers, photographers, and illustrators to develop award-winning visuals; held creative meetings; and produced final, print-ready files.

#### GRAPHIC DESIGN INTERN // INTERBRAND DESIGN FORUM MAY 2015–AUGUST 2015

Selected as lead designer for the Petco account; assisted the design team on multiple other projects; doing marketing design and research, and completing production work. Types of work varied from branding to environmental design.

#### ART DIRECTOR // FUSION MAGAZINE // KENT STATE UNIVERSITY DECEMBER 2014–MAY 2015

Led and collaborated with a creative team to produce an attractive LGBTQ magazine by establishing a system of brand standards, developing concepts with an editorial staff, and bringing the work together into a cohesive piece.

#### GRAPHIC DESIGN AND MARKETING INTERN // NORMAN SPENCER AGENCY MAY 2014–AUGUST 2014

Created marketing publications, websites, and various collateral for annual fundraising event; contracted as company photographer responsible for corporate portraits.

### SKILLS

Adobe Creative Suite

Sketch

Web design

Internal campaigns

New business development  
+ pitching

Research + strategy

Prepress + production

MailChimp + eTapestry

Photography

Microsoft Office Suite

Social Media

Calligraphy + lettering

### EDUCATION

Kent State University  
Bachelor of Arts in  
Visual Communication  
Design with a minor in  
Marketing

Study Abroad 2014 at  
Kent State—Florence

Graduation May 2016