



# Leanne McCullough

LJMCCULLOUGH.COM

**hello**, I'm an Art Director  
with over 6 years of  
professional experience in  
design and advertising.

## 02

### EDUCATION

AUG 2015 - MAY 2019

#### **BA, Communications**

*The University of Alabama*

1 of 20 students selected by application to successfully complete the university's two year advertising portfolio program, Minerva, as an Art Director.

## 03

### SKILLS

#### **Practical**

Designing for Screens  
Storyboarding  
Concepting  
Print Design  
Photography Styling  
DSLR Photography

#### **Tools**

Photoshop  
Illustrator  
InDesign  
Lightroom  
Premiere Pro  
AfterEffects

## 01

### EXPERIENCE

JULY 2024 - CURRENT

#### **Senior Art Director**

*PPK in Tampa, FL*

- Led and presented art direction for multi-channel campaigns to ensure strong, on-brand visuals.
- Guided and mentored designers and creatives to maintain high-quality work across projects.
- Partnered with the social team to develop platform-specific social content aligned with trends and best practices.

SEP 2021 - JULY 2024

#### **Art Director**

*PPK in Tampa, FL*

- Developed multiple concepts in partnership with copywriters and the account team.
- Directed photographers, illustrators, and production staff to ensure proper production of campaign elements.
- Created and directed graphic designs, print production, ads, marketing material, storyboards, logo designs, and animation.

AUG 2020 - SEP 2021

#### **Creative Design Manager**

*SUNMED CBD in Palmetto, FL*

- Managed the creative process from concept to completion.
- Led and directed the creative team and photographers in production of all product packaging and marketing collateral.
- Coordinated with upper management to successfully launch campaigns.

MAY 2019 - AUG 2020

#### **Junior Art Director**

*SUNMED CBD in Palmetto, FL*

- Created illustrations, mockups, and final packaging for products.
- Designed various promotional items and print materials.
- Planned and produced content for social media platforms.