

LEANNE McCULLOUGH

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ljmccullough.com

EDUCATION

UNIVERSITY OF ALABAMA

*BA, Communication and
Information Sciences*

Major: Advertising

Minor: Digital Art & Psychology

Graduated: Spring 2019

MIDLAKES HIGH SCHOOL

Advanced Regents Diploma

Graduated: Spring 2014

SKILLS

●●●●●	Adobe After Effects
●●●●●	Adobe Photoshop
●●●●●	Adobe InDesign
●●●●●	Adobe Illustrator
●●●●●	Adobe Lightroom
●●●●●	DSLR Photography
●●●●●	Microsoft Office

INVOLVEMENT

Minerva's 2 Year Portfolio Program

(Art Director): *1 out of 20 students
selected by application to take courses
as an Art Director. Extensive research
and hands-on collaboration to build a
successful student portfolio.*

EXPERIENCE

SUNFLORA, INC - Saint Petersburg, FL

Junior Art Director, Designer // May 2019 - Present

- Created illustrations, mock-ups, final packaging for products, and staged photoshoots.
- Wrote short and long-form copy.
- Designed various promotional items and print materials.
- Planned and produced content for social media platforms.

BRANDMINT DIGITAL MARKETING - Rochester, NY

Creative Intern // May 2018 - August 2018

- Content marketing (selecting fonts, colors, imagery, and copy for brand posts).
- Assisted the Creative Director with conceptualization and execution of promotional campaigns.
- Graphic design implementation (page layouts, social media posts, and large-scale marketing materials).

THE CRIMSON WHITE (Student Newspaper) - Tuscaloosa, AL

Creative Team Member // January 2017 - May 2017

- Edited layouts for pages each week and attended weekly meetings.
- Worked independently on creating advertisements for small businesses.
- Consistently met tight deadlines.