LEANNE McCULLOUGH

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(315)830-7881

ljmccullough.com

EDUCATION

EXPERIENCE

UNIVERSITY OF ALABAMA

BA. Communication and Information Sciences Major: Advertising Minor: Digital Art & Psychology Graduated: Spring 2019

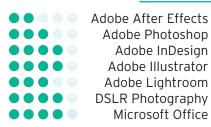
MIDLAKES HIGH SCHOOL

Advanced Regents Diploma Graduated: Spring 2014

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.

SKILLS



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.

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.

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.