

DANIEL LEIGH

S R . G R A P H I C D E S I G N E R



LOCATION	PHONE	EMAIL	PORTFOLIO
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ABOUT ME

Personable and passionate Senior Graphic Designer with over 15 years of experience conceptualizing and designing online and offline marketing campaigns. Skilled at using creative strategy to execute projects that help elevate a company's brand and voice.

EXPERIENCE

The IRONMAN Group 2021 - Current	SENIOR GRAPHIC DESIGNER Led and mentored junior designers, production artists, and external vendors to elevate creative output to brand standards. Organized and managed production meetings, as well as assigned out projects and tasks to freelance designers and global in-house design team. Independently managed strategic initiatives in close collaboration with Regional Marketing Managers, overseeing a diverse range of projects, from small-scale designs to complex multichannel campaigns. Spearheaded the development of highly effective marketing campaigns, resulting in a revenue generation of over 1 million dollars.
Front Burner Brands 2016 - 2021	GRAPHIC & INTERACTIVE DESIGNER Conceptualized and executed the design of multiple national campaigns for a franchised restaurant concept to support key traffic-driving marketing initiatives. Produced engaging social media and e-mail marketing campaigns by utilizing motion graphics and coding skills. Coordinated with outside agencies and vendors on print and product packaging projects. Spearheaded the brand development, as well as coordinated and designed pivotal collateral using menu, environmental, web, and print design for Front Burner Brand's latest restaurant concept.
Fix My Computer On Site, inc. 2009 - 2015	WEB & GRAPHIC DESIGNER Leveraged web and graphic design knowledge to design engaging marketing and promotional materials to help generate new sales revenue. Developed entire brand packages for small business clients that included full brand identity, website development, and social media management. Expanded the company's customer base by establishing strong connections with other businesses in the area by using interpersonal and networking skills.

EDUCATION

THE ART INSTITUTE OF TAMPA
2008 - 2012 | Bachelor of Fine Arts - Graphic and Web Design

SKILLS

- Bilingual (English & Spanish)
 - Adobe Creative Suite
- Interactive Motion Graphics
 - CMS Management
- Social Media Management
 - Project Management
- Art Direction