

## Contact

leahpalm@gmail.com

763.213.2342

St. Paul, MN

[leahpalmquist.com](http://leahpalmquist.com)

## Education

University of Minnesota--

Twin Cities College of Design

BFA, Graphic Design

December 2015

Graduated with Distinction

## Key Strengths

- Art Direction & design for digital & traditional mediums
- Brand & Identity Building
- Digital, Social, and Content Strategy
- Photography & Photo Art Direction
- Video Direction
- Creative Mentor & Leader
- Client-Facing & Relationship Building
- Presentation Skills
- Creative, Strategic & Driven
- Highly Motivated
- Proactive & Passionate

## Technical Skills

### Adobe Creative Suite

InDesign, Photoshop, Illustrator, XD, Acrobat, Lightroom, Bridge

### Microsoft Office

Word, Powerpoint, Excel

### Social Media

Sprout Social, Hootsuite, Buffer, Facebook (Creative Hub, Business/Ads Manager), Twitter, Pinterest, Instagram, LinkedIn, Tumblr, Snapchat, Youtube, Tiktok

### Experience with

Animation in Photoshop, CaptureOne, Lightroom, Axure, Google Web Designer, Wix, Wordpress, Squarespace, Weebly, inVision, Blogger, Mail Chimp, Powermail, ManyChat, MemberClicks, Basic HTML & CSS, Basecamp, FunctionPoint



## Hello!

I'm Leah, a strategic creative with over 5 years of agency experience, creating local and global, multi-channel advertising campaigns, digital and social strategies, and developing new brand identities. I'm experienced working with small and large Fortune 50-500 brands and within industries such as B2B, Industrial/Manufacturing, Food, Healthcare and Non-Profits.

## SPOT Communications — St. Paul, MN

### Creative Director & Designer | January '20—present

- Lead, inspire, and help creative teams build innovative, large-scale integrated advertising campaigns by transforming research, strategy and insights into quality concepts and design in addition to conceptualizing and executing creative across a range of both print and digital channels. Deliverables often include: social media content calendars and paid social advertising including Instant Experience ads, photography & video, digital ad formats, email, websites, direct mail, signage, sales toolkits/presentations and more.
- Develop digital and social strategies and collaborate with cross-functional teams to refine, iterate and execute creative output based on these strategies.
- Influence and refine briefs/estimates to provide strategic direction and creative inspiration, while ensuring timeline and budget are appropriate and well-defined.
- Lead and contribute to client-facing and internal presentations and meetings with confidence, articulating concepts and ideas clearly and establishing meaningful rapport with clients.
- Lead new business efforts by building proposals and RFP/RFQ responses and presenting to prospective clients.
- Mentor and manage a team of 5 direct reports providing them leadership, direction, and constructive feedback consistently to help them learn, succeed, and grow.

Accounts include: 3M (20+ clients), Old Dutch Foods, inc., St. Paul Area Chamber, Littmann Stethoscopes, Creators Space, Twin Cities Jazz Fest, Allina Health, Children's Minnesota, Butcher's Tale, Union Depot, and St. Francis Regional Medical Center.

### Art Director & Designer | July '18—January '20

### Designer & Social Media/Community Manager | March '16—July '18

## Martha Stewart Living Omnimedia — Remote

### Freelance Digital Designer | October '15—February '16

- Worked independently to design a variety of custom image covers to be used on the Martha Stewart Living and Martha Stewart Weddings Facebook, Twitter, and Pinterest pages to promote articles and galleries created for marthastewart.com and marthastewartweddings.com.
- Conducted a competitive digital audit of the Martha Stewart brands and their competitors by analyzing and gathering information on current social media strengths and weaknesses to inform improvement suggestions.
- Used problem-solving skills to develop strategies and provide well-thought-out solutions to increase brand interaction on social platforms and drive more traffic to their websites.

### American Made Design Intern | June '15—August '15

- Worked directly with the Senior Digital Art Director, Executive Editor, and Editor-in-Chief of Martha Stewart Living to strategize, develop and design various marketing materials surrounding Martha Stewart's American Made Program including various social posts for Facebook, Twitter, and Instagram; HTML e-mails and graphics; posters; invitations; event signage; an event webpage; and a house ad published in the October issue of the magazine.
- Demonstrated proficiency in time management while executing multiple ongoing projects.

## Organizations & Involvement

West Metro Softball Board Member & League Designer | August 19'—present

University of Minnesota College of Design Mentor | November 19'—May '20

Free Arts Mentor | September '13—August '14, September '16—May '17