



Leanna Anderson

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About Me

Hardworking. Motivated. Passionate. My strong design experience combined with my positive attitude, organizational skills and hard work ethic would undoubtedly make me a valued asset in any company.

Expertise

Design Skills:

Posters
Newsletters
Direct Mail
Banners
Brochures
Advertisements
Business Cards
Print Production
Email Marketing
Web Graphics
(Banners, Images, Forms, Landing Pages)
Special Event Invitations
Logos

Software:

Adobe Creative Suite
Microsoft Office
Mac/PC platforms

Experience

Sotheby's | New York, NY

11/2016 – Present

Art Director. Doubles as marketing manager and art director for the “buy now” division of Sotheby's, reviewing site and email cadence to highlight appropriate content based on business needs and current inventory. Owns communication of marketing plans to all cross functional partners. Manages and mentors junior designer. Highly dependable and respected, has filled in for creative director on multiple occasions, the longest from Feb. 2017 – May 2017.

Highlights:

- Pre-migration of Sotheby's Home, collected feedback on homepage needs from a range of business owners within organization, and completed the redesign to better deliver content and value proposition. Liaised with coding team and QA to identify and fix all bugs in order to push it live.
- Post-acquisition (from the start-up Viyet to Sotheby's Home), implemented new process to capture inventory needs and fully support other departments.
- Manages a team of freelance copywriters, oversees completion of all email marketing, from asset gathering, copy, chain of approval and coding. Communicates deadlines to internal and external resources.
- Comfortable leading marketing content input while taking direction from analytics team on metrics for digital performance of campaigns.

Williams Lea Tag | New York, NY

9/2013 – 11/2016

Brand Guardian/Senior Graphic Designer. Oversaw the studio to ensure all marketing materials adhered to TIAA's brand guidelines. Reviewed and managed all work going through the offshore design studio in Chennai, India.

Highlights:

- Redesigned TIAA's co-branded transition guide that is used by multiple agencies.
- Conceptualized and designed the 2014 holiday card from TIAA's CEO.
- Single-handedly redesigned TIAA's marketing materials to adhere to their new brand.

Rebel Creative Marketing Concepts | Albany, NY

1/2012 – 9/2013

Graphic Designer and Social Media Marketer. Successfully turned subject matter into solid design concepts to be used for various marketing materials and web graphics. Team contributor from concept through print production. Responsible for maintaining five exclusive clients' social media accounts.

Highlights:

- Served as sole designer for company creating all print and digital marketing materials.
- Assisted in redesigning sister company's website.
- Worked directly with pre-press team to overcome any print obstacles.

Education

BA in Computer Art, State University of New York, College at Oneonta. December 2011

American Intercontinental University, London, England. Fall Semester 2011