

LESLIE RICHARDS
MARKETING CREATIVE

Doylestown, PA
215-262-5174
leslierichardsdesign@gmail.com

SUMMARY:
Experienced leader in design and marketing service delivery. Excellent project management, team building and client communication skills. Interested in the role of design to communicate and further business objectives.

- SKILLS:**
- Creative Strategy
 - Brand Voice
 - Team Development
 - Marketing Strategy
 - Content Architecture
 - Project Management
 - Process Improvement
 - Conversion Optimization

- HUBSPOT CERTIFICATIONS:**
- Inbound Marketing Certification
 - Client Management Certification
 - Content Marketing Certification

“Leslie is an outstanding leader, dedicated to the success of both her clients and her team. Her infinite patience and extensive industry knowledge make her a great mentor and manager. She genuinely cares about her team's morale, and labors tirelessly to build a rewarding professional environment. Working with someone of her caliber is a rare privilege in one's career and I feel quite fortunate to have had the opportunity to learn from Leslie..”
– From a former direct report

Creative Director - IQnection.com (a digital marketing agency)
Doylestown, PA 2005-Present
As part of the management team, I have helped grow this organization from a design, development and hosting company with 5 staff members, to a digital agency of 16. We provide inbound content marketing, SEO, social media marketing, and design and development services. We serve a wide variety of clients in manufacturing, engineering, biotech, medical device manufacturing, ecommerce, and consumer businesses. I have launched over 1000 design and development projects with a wide range of requirements and customizations.

- Identify creative approach, key messaging, technical requirements and team assignments for client projects
- Manage client relationship, project milestones and project scope
- Initiate and implement process improvement throughout project teams
- Identify and onboard new technical solutions for higher productivity and stronger deliverables
- Mentor and support the marketing account management team
- Serve as the primary point of contact for high value clients and retainers

Website Producer – Films Media Group (an educational publishing company)
Princeton, NJ 2001-2005
Responsible for the rebranding and launch of four websites carrying over 10,000 products and generating 3 million in revenue for this educational media producer.

- Supervised data feeds from ERP system to web sites
- Researched and produced website editorial features
- Created graphics and product features for all four sites
- Liaison between internal departments and outside vendors
- Managed development projects for front-end user features as well as back-end admin functionality
- Provided reporting as requested

Art Director – Edudex.com (an online community for educators)
Princeton, NJ 2000-2001
Managed the equipment purchases and fulfilled staffing needs for the art department of this dot-com start-up specializing in educational content.

- Developed style guides for print and online creative
- Mentored junior artists
- Managed production scheduling
- Bought print for sheet-fed and web-fed press runs

Senior Designer – Films Media Group (an educational publishing company)
Princeton, NJ 1992-2000

- Produced 4 color direct mail catalogs, collateral materials, video cassette and CD Rom packaging.
- Developed master documents for streamlined catalog design
- Included pre-press work and press run checks.

Graphic Designer – Design Unlimited (a boutique design studio)
Philadelphia, PA 1990-1992
Clients included University of Pennsylvania School of Veterinary Medicine, School of Nursing, and the Morris Arboretum. Responsible for developing concepts, executing comps and mechanicals for brochures, annual reports and newsletters.