

ANNA FRANCINE LECKIE

706 621 2800

leckiea@g.cofc.edu

35 Folly Rd Blvd, Unit 134 Charleston,

PROFESSIONAL SUMMARY

Creative and results-driven Graphic Designer and Artist with experience in product management, creative strategy, and design. Proven track record of creating high-impact visuals, driving design projects, and delivering innovative solutions to complex business challenges. Expertise in developing campaigns, driving brand awareness, and delivering projects on-time and on-budget. Possess excellent communication and interpersonal skills with the ability to effectively collaborate with stakeholders, manage multiple projects, and work under tight deadlines. Seeking an opportunity to apply my design experience and artistic talents to create innovative and impactful visuals.

PROFESSIONAL SKILLS

- Customer Service
- Public Speaking
- Multitasking
- Excellent writing skills
- Procreate
- Photoshop
- InDesign
- Creative Design
- Canva
- Client Relations Management
- Attention to Detail
- Marketing
- Project Management
- Fine Art
- SQL
- Google Analytics
- Excellent Communication Skills
- Photography
- Strategic Problem Solving
- Social Media Management
- Illustration
- Google Suite
- Video Editing
- Product Management

WORK EXPERIENCE

Owner and Manager

Jan 2019 - Current

Art 4: Anna Leckie Art

- Create custom visual art and graphic art for clients with specific creative needs and goals by conceptualizing, planning, and executing creative projects
- Efficiently manage multiple projects while multitasking and meeting deadlines
- Spearhead promotional content to increase public awareness of company's brand, leading to a 30% total increase in client acquisition
- Develop design solutions for a wide range of projects including illustration, branding, advertisements, and print collateral
- Research and implement different advertising strategies to increase profit and business exposure
- Identify prospective customers using business directories, conferences, trade shows, and by following existing clients' leads
- Increased annual profitability 50% each consecutive year since founding the business in 2019

Graphic Design Intern (Remote)

Oct 2021 - Dec 2022

Run The World Digital

- Support Ads Team operations including performance reporting, creative development, and quality assurance
- Create graphics and video for digital ad campaigns at the local, state, and federal level
- Work directly under the Creative Director for visual branding assignments and creative projects
- Put together branding materials for the company itself that are dispersed in newsletters, social ads, emails, and recruiting initiatives
- Exceeded and even topped fundraising goals with targeted graphic circulation
- Participated in brainstorming sessions and provide creative input and ideas.

Product Coordinator

Nov 2019 - Apr 2020

Sapphire Apps Media

- Managed the social media pages and created weekly content to define our brand, garnering thousands of followers
- Led market research with focus groups to collect and analyze customer analytics
- Participated in direct outreach with social media influencers to meet marketing objectives
- Constantly tested and analyzed the app through daily use and data hauls, helping to build a great product
- Created, edited, and promoted newsletters for our brand leading to thousands of views
- Participated in weekly meetings to discuss analytics and brainstorm creative ideas to boost consumer engagement

EDUCATION

College of Charleston, SC

2023

MBA in Marketing Emphasis

University of Georgia Athens, GA

2016

B.A in Theatre