

ANNA KATE LEROY

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SKILLS

Operating Systems

Mac OSX & Windows/PC

Software & Applications

Adobe Creative Cloud Suite

Microsoft Office 365

Formstack

Google

Basic video editing in iMovie

Website Management

WordPress

Basic HTML/CSS

Squarespace

Project Management

Teamwork

ProofHQ

Basecamp

Airtable

Zapier

CRM

MailChimp

SharpSpring

Slate

Writing

Proofreading/editing in AP & APA styles

Technical

DSLR photography

Digital illustration

Remote Communication

Microsoft Teams

Zoom

Skype

RECOGNITION & ENGAGEMENT

Alumni Board Member

Fontbonne University / 2020 – Present

Griffins of the Last Decade Committee

Outstanding Master of Business

Administration Student

Fontbonne University / 2019

Omicron Delta Kappa (ODK)

Leadership Honor Society Member

Fontbonne University / 2018 – Present

Outstanding Graphic Design Senior

Stephens College / 2013

REFERENCES

Available upon request

EXPERIENCE

Graphic Designer

University of Health Sciences and Pharmacy in St. Louis / January 2022 - Present

Creative Director

Fontbonne University Communications and Marketing / October 2013 - January 2022

- Project manager and communication liaison of several interdependent large- and small-scale projects at once including the initiation and oversight of creative briefings, content creation and curation, budgeting, scheduling, creative direction and design development, review, production and followup analysis
- Initiate the creative direction and fulfillment of internal and external marketing collateral, both traditional and digital including comprehensive identity packages for departments and programs, digital resource templates, stationery, direct mail pieces, print ads, publication spreads, brochures and recruitment resources, digital banner ads, social media and website graphics, CRM templates and large-scale environmental graphics
- Collaborate with fellow communications and marketing team members, all departments across the university and external agency partners to support overarching marketing, recruitment, operational, fundraising and outreach efforts
- Editor and publisher of a weekly electronic newsletter to all faculty and staff, responsible for monitoring and reporting engagement and collaboration with multiple sources to curate relevant and engaging content
- Routinely assist with website and intranet content management and maintenance through page building and editing
- Core member of the team which launched a comprehensive university rebrand including brand positioning, research, creative collateral and storytelling
- Brand manager for the university responsible for governing the dissemination and use of brand resources amongst internal and external constituents by actively monitoring, reviewing and approving all designed collateral
- Actively research and coordinate vendor relationships through competitive bidding and capability assessments on a routine basis to ensure best practices regarding budget, quality assurance and mailing requirements
- Oversaw the assignment of creative duties, art direction and workflow of a freelance designer and student intern. Coordinated and directed university-wide photoshoots with external photographers

Freelance Graphic Designer / January 2013 - Present

- Execute creative direction for the development of comprehensive brand identity packages and promotional event collateral for individual clients
- Consult with clients to establish project scope, timeline, budget and overall expectations
- Proactively manage communication while meeting project milestones laid out within each project's contract

Graphic Design Intern

Stephens College Marketing and Communications / January - May 2013

- Collaborated with multiple departments to strategize, design, produce and implement internal and external marketing materials following set brand standards
- Assisted with the setup and visual direction of photography and video shoots

Graphic Designer and Administrative Assistant

Stephens College Student Success Center / August 2012 - May 2013

- Coordinated the design, production and installation of promotional signage and marketing materials as part of the Center's rebrand launch
- Concepted and designed weekly graphics for print, website and social media platforms to promote services and programming
- Recorded and compiled student data for biannual reports and assisted students with the use of facility services

EDUCATION

Master of Business Administration (M.B.A.)

Fontbonne University / St. Louis, MO / 2019

GPA: 4.0

Bachelor of Fine Arts (B.F.A.) in Graphic Design with Business Administration minor

Stephens College / Columbia, MO / 2013

GPA: 4.0 (Summa Cum Laude)