

leah palmquist

graphic design • photography • social media

contact

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763.213.2342

saint paul, mn

leahpalmquist.com

education

university of minnesota-twin cities
college of design

BFA, graphic design
december 2015

GPA 3.88
dean's list

skills

adobe creative suite

indesign, illustrator,
photoshop, acrobat

microsoft office

word, powerpoint, excel, outlook

social media

sprout social, hootsuite,
spreadfast, facebook, twitter,
pinterest, instagram, tumblr,
snapchat, youtube

experience with

blogger, squarespace, HTML, CSS

photography & post-processing

digital [nikon/canon],
film [black & white]
capture one, adobe lightroom

Ambitious, highly driven, and collaborative designer seeking to utilize creativity and problem-solving skills to conceptualize and design unique brand solutions.

relevant experience

SPOT communications [saint paul, mn]

designer, social media manager, and photographer | march '16—present

Brainstorm, develop, and execute creative ideas for the design of print and digital communications from concept to completion, including brand identities, brochures, infographics, sell sheets, print and banner ads, social media posts, event identities and collateral, presentations, and catalogs. Accurately prepare and setup creative files for printing and ensure all collateral pieces and imagery are of the highest quality. Successfully manage time, work flow and schedule in order to meet strict and sometimes aggressive deadlines with consistent quality. Present creative concepts by verbalizing creative rationales and recommendations clearly and directly.

Capture subjects for events and corporate headshots in studio and on-site by applying technical expertise, creativity, and composition skills to produce images that visually tell a story. Art direct photo shoots by assisting in composing, styling and providing guidance to the photographer, ensuring project objectives, timelines, and brand standards are being met.

Plan, craft and execute social media posts that resonate with the target audience. Manage the creation of content calendars and design all necessary assets for campaigns, events, general social posts, blog posts, and live video streams. Publish content across all social media platforms utilizing scheduling tools. Manage social listening and interact with and respond to social customers in real-time. Analyze and report results of social media marketing campaigns and develop/manage strategies to optimize future performance.

martha stewart living omnimedia [remotel]

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. Additionally, analyzed and gathered information on current social media strengths and weaknesses of both the Martha Stewart brand and its competitors. Used problem-solving skills to develop strategies and provide well-thought-out solutions to increase brand interaction on these platforms and drive more traffic to the website.

martha stewart living omnimedia [new york, nyl]

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. As a result, demonstrated proficiency in time management while executing multiple ongoing projects.

associations & involvement

university of minnesota alumni association | December '15-present

AIGA member | August '14—Present

free arts mentor | September '13—August '14, September '16—May '17

youth music education foundation graphic designer | March '13—June '14