

DANA LEAVY-DETRICK

Creative director and brand strategist with over 10 years of expertise delivering award-winning 360 campaigns for top brands and agencies.

Highly conceptual with hands-on experience in interaction design, video editing, music composition, and motion graphics.

Natural leader with experience building high-performing creative teams in both in-house and agency settings.

EXPERIENCE

MULTIPLE AGENCIES

Creative Director / Consultant | 2017 – Present

Consult with global brands and agencies as a creative director and strategist on 360 marketing campaigns, content creation, motion graphics, video, and experience design. *Select engagements include:*

- **AGENCY ABC** | Led an internal creative team in producing multi-platform content and campaigns for entertainment brands. Created branded assets for social and digital platforms. Worked with leadership to ensure content remained on-brand and supported business goals.
- **COMPANY ABC** | Directed a team of designers in producing visually compelling creative for brand and product marketing campaigns. Developed the creative strategy and provided art direction for brand design, video content, experiences, and campaigns assets.
- **AGENCY XYZ** | Consulted as interim creative director on development of an interactive iOS cooking app. Collaborated with EVP to develop brand positioning, messaging, and video content to drive user acquisition and retention. Established KPIs to measure performance of paid, earned, and owned media and content.
- **COMPANY XYZ** | Partnered with boutique agency to develop integrated marketing campaigns promoting upcoming film releases. Directed the design team in producing motion graphics for TV spots and trailers. Designed logos, branding, and internal business systems.

COMPANY CONFIDENTIAL

Design & Production Lead / Senior Designer | 2013 – 2017

Built out the integrated production department, leading a 20-person team on 360 campaign development. Focused on creating alignment between internal teams, production partners, and stakeholders to unify the agency's creative/product capabilities and enable full campaign execution.

- Responsible for project management, resource allocation, timelines, budgets, and creative direction on all marketing materials (A/V, music, print, digital, social, brand design, video).
- Drove integrated program management for a 150-person agency including oversight of creative teams.

Earlier Experience: Design Director – **COMPANY ABC** and Interaction Designer at **COMPANY CONFIDENTIAL**.

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AREAS OF EXPERTISE

Creative Direction | Brand Design
Content Strategy | 360 Campaigns
Integrated Marketing Strategy
Media Planning | Strategic Planning
Digital Distribution | Brand Experiences
Team Building & Leadership

PRESENTATIONS

Presentation Name
Industry Conference (2019)

Presentation Name
Industry Conference (2018)

Presentation Name
Industry Conference (2016)

AWARDS

CLIO AWARD
Audio / Visual – Campaign XYZ (2018)

GOLDEN TRAILER AWARD
Integrated Campaign - ABC (2017)

EDUCATION

BOSTON UNIVERSITY
BFA, Graphic Design

TECHNICAL SKILLS

Adobe Creative Suite, After Effects,
Final Cut, Logic Pro, Avid, Audio
Engineering