

Joann Léger

MARKETING / DESIGNER / ART DIRECTOR / PHOTOGRAPHER

CONTACT

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TECHNOLOGY

Adobe
InDesign
Illustrator
Photoshop
Lightroom
Dreamweaver
Apple
Aperture
Final Cut Pro X
Pages
Numbers
Keynote
Other
Microsoft Office Suite
Live Home 3D

LANGUAGES

English & Spanish

EDUCATION

ADVERTISING DESIGN

ASSOCIATE OF SCIENCE
NEC Boudier College, Ft. Lauderdale, FL

TRAINING

Crucial conversation - Kerry Patterson

AWARDS

FNAME

2015: 1 Bronze

2016: 2 Bronze, 3 Gold

2017: 1 Bronze, 1 Silver

Sun Sentinel Strategic Marketing

PRIDE: 2012 Q1, 2014 Q1 & Q3, 2016 Q1

President's: 2014 Year Award

PROFILE

Award-winning designer, honored by Sun Sentinel and within the design industry. Design strategist with strong ability to develop large impactful multimedia campaigns from concept to execution. Detail oriented with effective problem solving and analytical capabilities. Articulate communicator, demonstrating excellent interpersonal skills across all levels. Excellent at completing projects within tight timelines. Sincere and honest with a high level of personal and professional integrity. Energized by new challenges. Genuine team player, committed to organizational success.

CORE COMPETENCIES

- Creative concepts, art direction
 - Digital ads, email, UI design
 - Print layout, packaging, logos
 - Photography, retouch, effects
 - Problem solving, creative thinker
 - Research, reporting, presentations
 - Training, mentoring, team building
 - Process, performance optimization
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RELEVANT EXPERIENCE

2010 - 2018

SENIOR GRAPHIC DESIGNER/ART DIRECTOR

Tronc, Inc. - Deerfield Beach, FL

Successfully created superior creative concept, design, print and digital production services and project managed large multimedia campaigns for tronc.inc East Coast Marketing Division (Sun Sentinel, Orlando Sentinel, Baltimore Sun, Daily Press and Hartford Courant), with an emphasis on consumer and advertising projects that increase revenue and grow audience.

Some deliverables created include: Logo design, digital ads, social media images, site graphics, landing page, website design, newsprint, magazine, business card, giveaway, note pad, badge, postcard, collateral, signage, poster, billboard, bus wrap, TV, radio, PPT Presentation, slide show, campaign presentation and more.

Photographer during several Sun Sentinel events such as The Spring Fling, SAE and Town Halls. Also photographed hundreds of portraits for managers, new teams and award winners in the advertising department. also created 3D Renderings for Orlando Sentinel and Sun Sentinel lobby and common areas renovation.

ADDITIONAL EXPERIENCE

2005 - 2010

GRAPHIC DESIGNER / CO-OP ADVERTISING SPECIALIST

The Miami Herald - Miami, FL

Design and produce final artwork for existing customers to meet client deadlines and create speculative ads for prospective and existing customers respecting the look and feel established by the manufacturer's brand identity, in order to bring revenue to the ADV team. Handle all aspects of co-op advertising which include developing, introducing, executing and maintaining a successful revenue-producing co-op department. Responsible for account servicing, budgeting, sales planning efforts and maintenance of sales incentive plans for the department.