



# Julie Leonard

## CONTACT

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## EDUCATION

Bachelor of Fine Arts,  
Graphic Design  
Art Institute of Dallas

## TECHNICAL

818.299.7431  
[julieh80@gmail.com](mailto:julieh80@gmail.com)

## PORTFOLIO

[dandylionstudio.com](http://dandylionstudio.com)

## PROFILE

Hi! I'm Julie, a LA-based Art Director & Graphic Designer with specialized experience in email marketing & design, website management, and social media art. Being a graphic designer has given me the opportunity to bring my ideas to many fields I have a personal interest in such as architecture, food, and fashion! I'm an excellent team player and forward thinker with a versatile design style.

## EXPERIENCE

### ART DIRECTION / WEB PRODUCTION Hungry Girl / Oct. 2013 - Feb. 2019

- Improved website user experience and implemented best SEO practices
- Art directed advertising campaigns for brands such as Green Giant, Metamucil, Home Chef, and others
- Designed promotional artwork for companies such as Sabra Hummus, Enlightened Ice Cream, and Hidden Valley
- Designed book cover and chapter pages of *New York Times* best-selling book Hungry Girl Clean & Hungry
- Built layouts in proprietary Content Management System for daily emails, sponsored emails, jump pages, and additional recipe pages
- Created social media graphics for Facebook, Instagram, and Pinterest
- Retouched food photography images for email and sponsor use
- Scheduled banner ads in Google Ad Manager
- Maintained and updated email archives and website

### SOCIAL MEDIA / GRAPHIC DESIGN 360Cashmere / Aug. 2009 - Oct. 2013

- Developed and implemented daily content and promotions to enhance brand awareness and support vendors
- Created all graphics and copy writing to support social media campaigns
- Blogger outreach and promotion coordination
- Managed library of photography, press coverage and marketing materials
- Retouched images from photoshoots
- Created email campaigns and managed customer email database
- Maintained and updated website

### MARKETING ASSISTANT One Girl Who.... / Jun. 2006 - Aug. 2009

- Lookbook and line sheet design
- Created a complete identity system for two clothing brands (hang tags, garment tag, logos, websites etc.)
- Maintained company websites
- Worked with showrooms and vendors to supply marketing materials
- Managed celebrity and influence gifting and tracking credits
- Designed graphics for e-commerce site