

LEAH GORMLEY

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ABOUT ME

Multidisciplinary creative leader with 8+ years of experience developing social-first content, integrated campaigns, and brand experiences for Wawa, a nationally-recognized convenience and food service brand.

Leads creative work from concepting through client presentation, on-set production, and final delivery. Combines design, photography, video, trend-driven storytelling, and collaborative leadership to bring timely, culturally relevant ideas to life.

EDUCATION

Thomas Jefferson University

B.S. Graphic Design
Communication
May 2018

AWARDS

Content Marketing Awards

*Finalist, Best Use of TikTok in
Content Marketing*

Driving Brand Love on TikTok
Bounteous – Wawa

The Webby Awards

*Honoree, Food & Drink
Building Community With
Content*
Bounteous – Wawa

PROGRAMS

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)

Figma

Lightroom

After Effects

Premiere

CapCut

EXPERIENCE

Bounteous

SENIOR DESIGNER | July 2022 - Present

Designer | July 2019 - July 2022

Junior Designer | September 2018 - July 2019

Design Intern | May 2018 - September 2018

- Serve as design lead for Wawa's social media, developing creative concepts and presenting ideas to clients.
- Own end-to-end content production: develop concepts and shot lists, collaborate with photographers and food stylists, shoot photo and video assets, and lead editing and final post creation.
- Translate emerging TikTok trends and real-time cultural moments into brand-relevant ideas, producing timely content on fast-moving schedules.
- Partner daily with designers, art directors, project managers, and client stakeholders to align creative vision, production needs, feedback, and delivery.
- Contribute to major Wawa brand campaigns and productions, including Hoagiefest®, Siptopia®, Schwarberfest® and Wawa Has Pizza, across concept development and campaign execution.
- Collaborate with talent and on-set teams supporting brand partnership productions involving the Philadelphia Eagles, the Philadelphia Phillies and the Jersey Shore cast members.
- Develop and adapt integrated campaign creative across point-of-purchase, out-of-home, website, app, and additional channels, including both original campaign concepts and large-scale production rollouts.
- Help develop merchandise drops by identifying relevant consumer trends and translating them into distinctive, on-brand products and designs.