

leah pellegrino

graphic designer

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education

Graphic Design Communication

Jefferson University

(Philadelphia University + Thomas Jefferson University)

Bachelor of Science | May 2018

achievements

The Webby Awards

Honoree for Food & Drink (Series & Campaigns)

Social Media 2022

skills

InDesign	Sketch
Photoshop	After Effects
Illustrator	Microsoft Offices
Lightroom	Email Marketing
Procreate	Product & Model Photography

Experience

Bounteous

Designer | July 2019 – Present

Junior Designer | September 2018 – July 2019

Design Intern | May 2018 – September 2018

- Lead design efforts on more than 20 product marketing campaigns annually from concept ideation through implementation
- Direct user interface design for food service client, including direct client management and team onboarding
- Manage multichannel marketing and social media photo and video shoots from storyboarding through editing and delivery
- Review web, print and social media assets for adherence to established brand standards and client marketing goals
- Plan and execute branding campaigns for high profile initiatives and sponsorship activations
- Design wireframes and digital promotional assets for web- and mobile-based browsers
- Develop and implement process improvements and best practices around digital asset management, photo editing and on-site photo shoots

Manor Paper Co.

Owner | May 2019 – Present

- Manage both creative and business operations for small business started in 2019.
- Design and execute all products including stickers, greeting cards and home decor.
- Develop and maintain e-commerce platforms through Etsy and Wix.
- Act as single point of contact for all stakeholder groups, including customers, vendors and potential industry partners
- Monitor social media and pop culture trends to inform timely, targeted designs.
- Identify annual target growth goals and key metrics.
- Build and expand key relationships with wholesalers, including existing partnerships with more than 30 stores across 17 states.