*Michelle*Burleigh

Accomplished Brand Strategy and Creative Director with over a decade of experience leading cross-functional teams in global marketing, brand development, and creative design. Adept at delivering high-impact campaigns and managing top-tier partnerships with brands like Sesame, NBA, and NASA. A results-driven leader skilled in leveraging design, storytelling, and analytics to drive engagement and revenue growth.

*Skill*Set

Brand Identity, Graphic Design, Digital Marketing, UX/UI Design, Interactive Content, Packaging, Typography, Campaign Management, Project Management

*Technical*Expertise

Proficient in Mac and Windows platforms. Adobe Creative Suites, Visual Studio, BBEdit, Sublime Text, Microsoft Office, InVision, Sketch, Figma, Zeplin, Marketing Cloud, Pardot, WordPress, SharePoint

Languages
HTML, CSS, jQuery

*Higher*Education

West Chester University / May 2013
BFA Graphic Design, Art History Minor
Summa Cum Laude, 3.846 GPA

Study Abroad Program / Winter, 2013
Global Art and Culture, Belize

*Contact*Information

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*Work*Experience

Discovery Education / Sep 2018–Present

Brand Strategy & Creative Director, Global Marketing
- Directed the development and execution of a global brand strategy, including company messaging and visual identity. Collaborated with research teams to benchmark brand performance.
- Led cross-departmental efforts to integrate the company's brand identity across the full product portfolio.
- Partnered with key stakeholders to design and launch thought leadership campaigns, driving growth in customer acquisition and retention.
- Responsible for marketing campaigns for all top-tier content partners.

Creative Director, Global Marketing
- Managed the Graphic Design, Content, and Web teams to deliver high-quality campaigns on tight deadlines.
- Lead brainstorming and creative sessions to generate ideas and oversee them to completion.
- Optimized project workflows for the entire Marketing department, reducing turnaround time and increased team efficiency.
- Partnered with external departments (Digital Marketing, Analytics) to analyze and improve functionality of digital assets to achieve higher conversion rates.
- Spearheaded initiatives to streamline design file systems and improve accessibility across global teams.

Senior Graphic Designer, Global Marketing
- Lead Graphic Design on the Digital Marketing team to conceive and implement brand.
- Worked collaboratively with departments in the conceptualization and creation of collateral and campaigns to stimulate product usage, support upsell, and support renewal efforts.
- Translate marketing strategies into personalized, high-performing, mobile and desktop experiences that are constantly being tested and optimized.

Web & Interactive Designer, Digital Marketing
- Lead design and experience on the Digital Marketing team to assist departments with solutions supporting strategic objectives. Provided expertise in webpage and website flows for optimized performance.
- Use digital tools and software to create artwork, design, interactive online content, digital and social ads, landing pages, and client-facing websites for Discovery Education.

NextGen Healthcare, LLC / Nov 2015–Sep 2018

Senior Specialist, Web Designer, Digital & Interactive
- Designed and maintained responsive, UX-optimized web pages, resulting in an improvement in site usability.
- Collaborated on the development of the ONE UGM mobile app, streamlining user experience for clients.
- Partnered with marketing teams to create branded visuals, driving consistent customer messaging across platforms.

Speaker Media and Marketing / 2014–2016

Freelance Graphic Designer
- Designed marketing materials, including digital graphics and print layouts, for legal professionals.
- Created visually compelling issues of Law Firm Marketing Magazine.

West Chester University of Pennsylvania / Jan 2012–Nov 2015

Web Specialist, Web Team
- Transformed legacy websites into responsive designs, enhancing mobile user engagement. Maintain websites to ensure usability.
- Conducted training sessions for clients on Adobe Photoshop, improving in-house graphic capabilities.
- Developed aesthetically pleasing, user-friendly websites tailored to client goals.

Photographer, College of Visual and Performing Arts
- Provided photography for events to highlight university's College of Visual and Performing Arts.
- Retouched images to produce a product with exceptional color, tone, and composition.

Photography and Graphic Design Intern, Web Team
- Provided photography each week to highlight university's top qualities.
- Maintained and organized files on hard drive, server, and content management system to improve efficiency.
- Collaborated with Web Team Specialists to develop web graphics.

*Michelle***Burleigh**