

Anna Lee Lenz

Graphic Design

CONTACT

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www.annaleelenz.com

TECH SKILLS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, Premiere Pro)
- Microsoft Office
- Social Media (Instagram, Facebook, Twitter)

DESIGN SKILLS

- Typography
- Editorial Design
- Print Design
- Digital Design
- Layout
- Color Theory

SOFT SKILLS

- Creativity
- Communication
- Organization
- Time Management
- Collaboration
- Leadership
- Problem Solving

EDUCATION

Fashion Institute of Technology
BFA, Magna Cum Laude
Advertising Design

PROFESSIONAL SUMMARY

Senior creative responsible for all daily design content for a large organization. I offer a unique mix of creativity, time management, and technical ability. I am an excellent communicator and problem solver, who is able to multi-task, can work independently, as well as collaborate as part of a team, and I never miss a deadline.

EXPERIENCE

2/08 - present

Senior Creative Manager

Girl Scouts of Nassau County, Garden City, NY

- Create and execute the concept, design, layout and production of both print and digital assets, including *Girlfriends Magazine*, promotional materials, flyers, invitations, programs, ads and newsletters, email, social media including animated GIF's, website and video, etc.
- Ensure that all pieces adhere to brand guidelines, and that all written work is in the brand voice.
- Work with and supervise a part-time graphic designer and freelance photographers. Communicate with cross-functional teams and internal management.
- Manage relationships with printers and other outside vendors to ensure high quality marketing materials within graphic and brand imaging standards, while maximizing value of budget.
- Traffic all publications and promotional items, including printer bids, production scheduling, budget and costs, proofing and distribution to membership of almost 22,000.
- Manage internal requests for marketing assistance through to completion.
- Assist with the implementation of special events, including photo shoots, design of exhibit materials/displays, set-up etc.
- Developed and maintain a photo and historical archive library that is catalogued and easily accessible.

10/00 - present

Freelance Graphic Design

Design multi-platform materials to engage target audiences for clients across a wide variety of industries. Clients have included: *Martayan Lan, Scholastic, CMP Media, Circle Media, Miller Freeman, John Wiley & Sons, R.R. Bowker, Clark Boardman Callaghan, Stein Rogan and Partners, Faith & Family Magazine, CCA Advertising, American Horse Show Magazine, Horse Hollow Press, Valerie Berk Design Associates, Freeman Design Group, Success Magazine, NYCDOE, Real Quick Capital.*

5/92 - 10/00

Hearst Magazines, NY, NY

Senior Associate Art Director

Victoria Magazine, 6/93 - 10/00

Responsibilities included layout, design, and production, from concept through proofs of magazine, including checking color, editing film and computer troubleshooting.

Promotion Designer

Cosmopolitan Magazine, 5/92 - 6/93

Design and production of promotions, brochures, self-mailers, advertorials, media kits, and presentations.