

Nutritional Facts for Sharie Lesniak

Serving Size: Ideal for your company

Servings Per Container: (1) Creative Director

Amount Per Serving

Creativity 110%

Creativity from Phat 28g

Daily Value*

Total Experience

BORN FREE USA (formerly Animal Protection Institute) 12/03 to present — *Creative Director* **110%**

MARKETING ROLE Responsible for the overall look and feel, tone and manner of all brand expressions in print and online along with the strategic direction for campaigns and programs. **37g**

DESIGN & MGMT. Design all print materials and oversee the programming, design and content of all electronic mediums; websites, social marketing, eNewsletters and email acquisition. **73g**

ADDIS 04/00 to 12/03 — *Senior Copywriter* **110%**

CLIENTS Smith & Hawken, Blue Shield, Gap Inc., Intel, Pottery Barn Kids, Charles Schwab **50g**

ROLE Collaborated with creative and strategic brand managers to develop strategies and brand ideas in various mediums. Lead brainstorming sessions. Teamed with writers and designers to concept naming projects, identity architecture, and packaging. **60g**

TBWA/CHIAT/DAY 09/97 to 04/00 — *Copywriter* **110%**

CLIENTS Nissan North America, Infinity Motor Cars, Bridgestone Tires, Chivas Regal, Absolut **46g**

ROLE Developed multi-media advertising campaigns based on strategic direction, with an art director/partner. Presented materials to clients from first round to finished product. **64g**

ROBIN SHEPHERD GROUP 11/95 to 09/97 — *Associate Creative Director* **110%**

INDUSTRIES The Arts, Nonprofit, Banking & Financial, Fast Food, Healthcare, Petcare & Retail **45g**

ROLE Inspired and motivated creative teams to constantly produce work that was on strategy and met our creative standards — on time and within budget. **50g**

NEW BUSINESS Strategized, concepted and pitched new business; winning 7 out of 9 accounts. **15g**

NONPROFIT & COMMUNITY (Includes Volunteer and Paid Projects) 06/97 to present — *Creative Director*

MY DOG IS COOL — Founder of educational company to keep dogs from dying in hot cars. **110%**

FAUNALYTICS — Founding board member, assist in all areas of marketing, design ad strategic planning. **110%**

ANIMAL PLACE — Create marketing, video and outreach materials, help organize and publicize events. **110%**

A BITCHIN' SPACE — Create web and PR content plus marketing materials and co-direct art shows. **110%**

STOP DOG FIGHTING — Created an outdoor campaign to educate San Franciscans about dog fighting. **110%**

SF AIDS FOUNDATION — Developed a name and brand identity for Pangaea Global AIDS Foundation. **110%**

PAWS (Pets Are Wonderful Support) — Created PSAs, helped organize events and performed outreach. **110%**

STAND (formerly Battered Woman's Alternative) Developed their new name, brand identity and guidelines. **110%**

PLANNED PARENTHOOD — Developed a plan to launch a new teen clinic with radio and print collateral. **110%**

* Percent Daily Values are based on 4 to 14 hour days, depending on work load and/or deadlines.

Your daily values may be higher or lower depending on planning, strategic input and the presence of teamwork.

INGREDIENTS: BACHELOR OF BUSINESS ADMINISTRATION WESTERN MICHIGAN UNIVERSITY, ADVERTISING (MAJOR) ART & GRAPHIC DESIGN (MINOR). MORE DETAILED WORK EXPERIENCE (CREATION & ADHERENCE TO SPECIFIC OBJECTIVES, STRATEGIES & DEADLINES, LEADING TEAMS & PROJECTS, INTERACTIVE & SOCIAL MEDIA, WEBSITE FROM CREATION & LAUNCH TO MAINTENANCE, GROUND UP PHOTO & VIDEO SHOOTS & EDITING, ADOBE CREATIVE SUITE/PRINT FOCUSED & PREMIERE PRO) IDENTITY PACKAGES (MAY INCLUDE ONE OF THE FOLLOWING: NAME CREATION, LOGO & BRAND DEVELOPMENT & GUIDELINES WITH SLOGANS AND TAGLINES GALORE). TO VIEW WORK, VISIT WWW.STRATEGICSQUIRREL.COM AND CLICK ON "PORTFOLIO."

For more information on Sharie Lesniak

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