

AMANDA LEÓN

STRATEGIC DESIGNER

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EXECUTIVE SUMMARY

Strategic Design and Management student with a creative attitude to problem solving and an innovative thinker. Attentive and driven individual that handles tasks with accuracy and efficiency, eager to join a team and offer my skills and qualifications to achieve project goals.

CORE COMPETENCIES & SKILLS

Language skills:

Fluent in English, Spanish, and French

Technical skills:

Data visualization, digital strategy, email marketing, research, analytical skills, copywriting, pitching, layout design, social media

Experienced working with:

Microsoft (Word, PowerPoint, Publisher), Social Media Platforms (Instagram, TikTok, Facebook, Pinterest, etc.), Adobe (InDesign, Photoshop, Illustrator), Wordpress

EDUCATION HIGHLIGHTS

The New School

BBA Strategic Design and Management | 2018 - Present

- Expected graduation date: May 2022

WORK EXPERIENCE

Aritiza

Style Advisor | 2019- 2020 New York, NY

- Worked with clients individually based on their time and needs
- Represented brand voice and mission through styling and customer service
- Strived for quick complaint resolution; commended by management for ability to resolve problems and avoid escalation of issues

Cosabella

Designer | 2017 Miami, FL

- Researched trends, color story and existing designs to understand client requirements
- Designed lingerie set for the Spring collection of the renowned Italian brand while understanding design needs of clients
- Worked in tandem with clients on designs based on requirements, modifications, and feedback

RELEVANT COURSEWORK

Senior Capstone

Strategic Plan for Frame Media | 2022-Present

- Designing a strategic plan for Frame Media to innovate new growth and user retention strategies to help Gen Z regularly consume quality, in-depth news
- Skills employed: research, interviews, listening and utilizing client feedback, remaining within budget, and understanding client's immediate goals

Strategic Management

Strategic Plan for Burberry | 2020

- Designed an implementation plan for Burberry's project management team
- Project highlights include: extensive brand research, SWOT, PESTEL, competitive, and stakeholder analysis, internal and external benchmarking, communication plan, and review process