

SAMANTHA GLEASON

Philadelphia, PA | 610-930-3778 | 15gleasons@gmail.com

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER | Evoke Kyne (01/2021) – Present

- Collaborating with internal teams and clients to develop a vision, conceive designs, and manage graphic design projects from concept through completion.
- Working within constraints of existing branding and language guidelines to create innovative designs.

GRAPHIC DESIGNER/SOCIAL MEDIA MANAGER | Munroe Creative Partners (05/2019) – (01/2021)

- Managing multiple social presences, including social strategy, content creation, customer engagement and reporting
- Design/animation for emails, social media, and digital advertisements
- Campaign development, print and mailer design

COMMUNICATIONS INTERN | Penn State Office of Undergraduate Education (04/2016) – (05/2019)

- Designed print and digital graphics and flyers for 21 offices
- Full campaign design for Penn State Reads, including building a website through WordPress and creating collateral for the program
- Student advisor/designer for multiple University-wide marketing campaigns

FOUNDER | samonstage.com (2012) – (2016)

- Established and maintained an online business distributing original designs on phone cases, stickers, & apparel
- Developed relationships with international vendors and sold over \$30,000 of product
- Distributed products all over the world and developed an online personal brand (samonstage) to over 250,000 followers on social media platforms

MARKETING/SOCIAL MEDIA EXECUTIVE | CommAgency, Penn State (09/2016) – (05/2019)

- Established the initial brand for College of Communications funded Penn State student-run agency, including logo and website design
- Creation and execution of social media strategy

EDUCATION

ADVERTISING | Penn State University 2019
Minors: Digital Media, Trends & Analytics, Business, and International Studies

SKILLS

- ADOBE SUITE: Photoshop, Illustrator, InDesign, After Effects, Premiere, Lightroom
- TYPOGRAPHY & ILLUSTRATION: Hand-Drawn and Digital
- SOCIAL MEDIA: Strategy & Management