

# Nutritional Facts for Sharie Lesniak

Serving Size: Ideal for Your Organization

Servings Per Container: (1) Creative Human

## Amount Per Serving

Creativity 110%

Creativity from Phat 28g

Daily Value\*

### Total Experience

**VALET LIVING** 11/17 to present — *Creative Director* **110%**

**MARKETING ROLE** Working to help build a fast-growing national brand, from the inside out, through compelling internal and external materials that champion the brand. Marketing the launches of innovative new product lines and moving the company from B2B to B2C. 32g

**DESIGN & COPY** Craft marketing & advertising collateral for print, online, sales tools, internal and more. 78g

**BORN FREE USA** (formerly Animal Protection Institute) 12/03 to 10/17 — *Creative Director* **110%**

**MARKETING ROLE** Responsible for the content, 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.** Craft communication materials. Oversee the communication staff for developing design and content of print and electronic mediums; websites, social media, eAlerts and video. 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 tactics and brand ideas in various mediums. Led brainstorming sessions. Teamed with writers and designers to concept naming projects, identity architecture, branding 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 and strategic planning. **110%**

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

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

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

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

\* Percent Daily Values are based on 6 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 EXPERIENCE (CREATION & ADHERENCE TO SPECIFIC OBJECTIVES, STRATEGIES & DEADLINES, LEADING TEAMS & PROJECTS, ADVERTISING, SOCIAL MEDIA, WEBSITE CREATION, LAUNCH & MAINTENANCE, GROUND UP PHOTO & VIDEO SHOOTS, IDENTITY PACKAGES (MAY INCLUDE ONE OF THE FOLLOWING: NAME CREATION, LOGO & BRAND DEVELOPMENT, COPYWRITING & TAGLINES GALORE). TO VIEW WORK, VISIT [WWW.STRATEGICSQUIRREL.COM](http://WWW.STRATEGICSQUIRREL.COM) AND CLICK ON "PORTFOLIO."

**For more information on Sharie Lesniak**

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