



Katie Leoni

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Grow + Create + Contribute

WHERE I'VE BEEN

- 2021-2023 ■ Newsletter Pro, Boise ID
Head Marketing Designer
- 2017-2021 ■ Newsletter Pro, Boise ID
Lead Editorial Designer
- 2015-2017 ■ Boise State Student Affairs Marketing, Boise, ID
Graphic Design Specialist

WHAT I DID

Newsletter Pro

Editorial design of newsletters, magazines, greeting cards, and internal employee appreciation cards.

In-house marketing including: monthly newsletter, postcards, web hero images, landing pages with UX focus, infographics, email newsletters, and social media assets.

Collaborated with writing and project management teams to complete successful, multi-channel marketing campaigns.

Boise State Student Affairs Marketing

Created printed and digital deliverables for on campus campaigns. Concepted and implemented identities for Financial Aid and Housing and Residence Life. Designed and advised environmental design for the Student Rec center. Updated websites through wordpress.

EDUCATION

- 2010 – 2015 ■ Boise State University, Boise, ID
B.F.A. Graphic Design
- 2003 – 2007 ■ Idaho State University, Pocatello, ID
B.A. Mass Communication; Emphasis in Advertising and P.R.

REFERENCES

Mykeah Kranzler

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Keenan Donahue

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