



BRAD DELEONE DESIGNER

610.256.7383

Nashville, Tennessee
deleonebrad@gmail.com

www.deleonedesigns.com
linkedin.com/braddeleone

WORK EXPERIENCE

Tennessee Performing Arts Center – Nashville, Tennessee

Senior Manager of Graphic Design, January 2022 to Present

- Lead the graphic design team to develop successful campaigns for national Broadway tours, dance, and theatre programming, including brochures, postcards, digital/print advertisements, and campus signage, contributing to \$17 million in sales profit
- Design engaging materials for the Broadway at TPAC series, directly contributing to nearly doubling the subscriber base from 8,500 subscribers to 15,250
- Collaborate with New York partners representing over 30 touring Broadway shows (e.g., Disney Theatricals, Bond Theatricals, Broadway Across America) to create marketing materials and show graphics
- Project manage and collaborate with graphic designers, overseeing timelines and ensuring deliverables meet high standards and brand identity
- Generate engaging designs for over 60,000 recipients through direct mail brochures and postcards; executed press-checked print materials
- Spearhead branding for major events, including the annual TPAC Gala and Broadway donor and planned giving campaigns, enhancing visual identity and audience engagement
- Design comprehensive graphics for the annual Spotlight Awards, including branding, social media assets, printed programs, and motion graphics for the ceremony
- Collaborate with AKA Branding to implement an overhaul of TPAC's brand identity, including typefaces, colors, and messaging, resulting in increased brand awareness across Nashville

United States Liabilities Insurance Group (USLI) – Wayne, Pennsylvania

Designer, June 2020 to January 2022

- Led the design for Breastcancer.org partnerships, developing auction sites, collateral, promotional material, branding, motion graphics, social media posts, and video production
- Coached and trained interns and junior designers through multimedia projects; facilitated the training of department-wide new hires
- Curated customer newsletters with engaging content and motion graphics for over 70,000 recipients
- Consulted on designs for sales enhancement, Diversity & Inclusion, and community spirit teams

Junior Designer, September 2016 to June 2020

- Created and maintained promotional materials for multiple customer platforms, adhering to and expanding branding guidelines
- Managed the creation and production of marketing, presentation, and conference materials
- Conceptualized and edited motion graphics and videos promoting products and services
- Translated complex principles and data into creative solutions and easy-to-follow materials for customers, new hires, and company leaders
- Led the design for Villanova Men's Basketball's Hoops for Haiti initiative, creating high-quality branding, promotional material, and motion graphics for Philadelphia stadiums and arenas

SALT Performing Arts – Chester Springs, Pennsylvania

Graphic Artist, July 2016 to December 2021

- Generated creative solutions for virtual events and full productions throughout the pandemic
- Designed custom artwork for show seasons, refining the overall brand
- Assisted marketing leaders in customizing social media graphics, event designs, and collateral while co-managing social media platforms
- Partnered with technical directors to curate digital content for social media and productions, including audio mixing, filmography, and photography

Comcast Spotlight – Bala Cynwyd, Pennsylvania

Graphic Design & Marketing Intern, March 2015 to September 2015

- Designed and developed digital banner ads (static and flash) for local and regional accounts
- Created presentations for high-performing interactive campaigns (e.g., Toyota, Dunkin' Donuts)
- Produced invitations and collateral for internal and external client events (e.g., AMC's The Walking Dead, Serena Williams, Food Network, NYC Wine & Food Festival)

EDUCATION

DREXEL UNIVERSITY – PHILADELPHIA, PA

Bachelor of Science: Graphic Design – June 2016 | Minors: Marketing, Art History

SKILLS

SOFTWARE – Adobe Creative Suite, Acrobat, After Effects, Bridge, CSS, Dreamweaver, Final Cut Pro, Flash, HTML 5, Illustrator, InDesign, Javascript, Keynote, Lightroom, MailChimp, Microsoft Office, Photoshop, Portrait Pro, Premiere Pro, Sharepoint, Windows, Wordpress

GENERAL – Adaptability, Attention to Detail, Audio Mixing, Branding, Collaboration, Color Theory, Communication, Content Management, Customer Service, Data Visualization, Environmental Graphic Design, Illustration, Leadership, Logo Design, Marketing, Photography, Problem Solving, Project Management, Publication Design, Social Media Marketing, Time Management, Typography, Video Production