

# Leyda Campbell

## GRAPHIC DESIGNER

*Hello!* I'm a graphic designer with several years of professional design and management experience. I have a range of design skills, experience in copywriting and editing, and the drive to meet the tightest of deadlines. Think we might make a good fit? Contact me and let's make a connection!

☎ 636.485.1008

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🌐 [www.leydavicampbell.com](http://www.leydavicampbell.com)



2011-2013 BA in Graphic Design  
Lindenwood University,  
St. Charles, MO

- Graduated with a 3.8 GPA; Deans list 2011-2013
- Exhibitor at Lindenwood Juried Student Art Show
- Who's Who Among Students award recipient, 2013

2009-2011 General Studies  
Meramec Community College,  
St. Louis, MO

### *internships*

#### 2013 **Connections to Success**

- Branded training materials to create a consistent identity across all print collateral
- Designed multi-page layouts for print materials

#### 2012 **Minuteman Press**

- Copy editor for client work
- Mentored on pre-press best practices, pricing client jobs, and paper selection

### *work*

#### 2014-Present Owner/Operator **Leyda Design Co.**

- Creating, marketing, and selling prints and paper goods to e-commerce clients
- Designing logos and branding for small businesses

#### 2012-Present **Freelance**

- Develop and submit design proposals for clients
- Logo and branding design
- Copywriting and copy editing for web and print
- Design and layout for brochures, long format documents, direct mail marketing, web, and various print collateral

#### 2007-2011 **Sheraton Westport Hotels**

Front Desk Supervisor/Accessibility Ambassador  
Supervised & mentored team members  
Trained new hires  
Developed sustainable training materials  
Engaged in proactive problem resolution

### *skills*

- Proficient in Adobe Illustrator, Photoshop, and InDesign (CC and earlier versions)
- Adept in photography, photo styling, and photo editing
- Practiced at creating clean and effective layouts for print
- Solid copywriting and copy editing experience for print and web
- Strong verbal and written communication
- Professional leadership experience
- Self-motivated work ethic
- Practiced in SEO
- Wordpress CMS experience
- Video editing abilities
- Competency in Microsoft Office