

**hello, hola,
& bonjour!**

PROFILE

My expertise lies in utilizing creativity, design, & experimentation to develop branding, marketing, and sales in the international business space for both B2B & B2C companies.

**Amanda
wants
to work
with
you!**

AMANDA LEON

310-994-9046
Amanda@Unrth.com

PROFESSIONAL SKILLS

Microsoft Office Suite,
Wordpress, Squarespace,
Adobe Creative Suite, Mac,
Windows, Movie Editors,
Basecamp, Spanish (Int), &
French (Beg)

ASSOCIATIONS

Sacred Heart Alumni
KEEN Volunteer
Kappa Alpha Theta Charity
Meals on Wheels Volunteer
CrowdSource Pandemic Relief
IVY Social University
US Polo Association Member

EDUCATION

Occidental College

Diplomacy & World Affairs B.A.
Cognitive Neuroscience - Neuromarketing Emphasis B.A.

The Fullbridge Program

xMBA in Entrepreneurship, Finance, Valuation, & Marketing

Art Center College of Design

Creative Intelligence
Branding Experience UX Design
Invention and Innovation: Product Design & Manufacturing

EMPLOYMENT

Unrth Strategic Design Lab + Agency (International)

Senior Creative Director & Strategist (OCT '16 - Present)
Design Team Management, Long-Term Strategic Business Development, UX & UI Design, Web Development, Branding Strategy, Experiential Design, Media & Advertising, Sales Strategy & Analysis

Wetzel's Pretzels (Los Angeles)

International Marketing Manager (JAN '15 - OCT '16)
Manage App Development, Digital Media, Manufacturing, Web Design, Branding, Social Media, & Graphic Design Teams Head of Product Development, Inventory Finance, Experiment, & Product Performance Analysis Business Development Research

Chris Ellis Photography LLC (Los Angeles)

Creative Director (AUG '11 - DEC '15)
Production Management & Creative Director
Marketing & Business Development Researcher
Management & Business Growth Consultant
Brand Building & Neuromarketing Consultant

Vallourec (Houston)

International Marketing & Development Analyst (JUL '13 - MAR '14)
Aggregate & Analyze International Marketing & Sales Data
Coordinate International Rebranding Compliance, PR, Marketing, Advertising Budget, & Communications
Increase global website completion by 60%

Event Programming Board (Los Angeles)

Senior Event Producer & Head of Marketing (AUG '10 - MAY '13)
Design, Execute, & Manage 2,500+ people events
Manage, Social Media, Advertising, & Marketing Teams
Annual Funds & Budget Management

Miss Universe Organization (Los Angeles)

Miss Pasadena USA (JAN '12 - JAN '13)
Marketing, Sales, & Promotion for Local & International Businesses including Lululemon & Brooks Brothers
Sponsorship Procurement & Donation Management