

# Amanda Leasure

ART DIRECTOR - BYU ADLAB

## EDUCATION

**BFA, COMMUNICATIONS, ADVERTISING** Provo, UT May. 2025

Brigham Young University

Creative Track - Art Direction

- GPA 3.84
- Recipient of Elva Pedersen Jorgenson Scholarship
- Member of American Advertising Federation

## WORK EXPERIENCE

**ART DIRECTOR**

Provo, UT May. 2023 – Current

BYU AdLab

- Collaborate with teams of 4 throughout all stages of the creative process, from concept development to final execution, ensuring cohesive and innovative project outcomes
- Secured 1 new client with the successful delivery of first Creative Brief, demonstrating strong presentation and strategy skills

**SALES REPRESENTATIVE**

Spokane, WA Sep. 2018 – May. 2021

Wireless Vision

- Consistently ranked in the top 10 regional employees for sales performance
- Surpassed Beyond the Smartphone (BTS) sales goals in over 50% of reporting periods
- Established strong customer relationships, with 30% of activated clients requesting to work together on future projects

**SOCIAL MEDIA INTERN**

Spokane, WA Nov. 2016 – Apr. 2018

Communities In Schools

- Boosted website traffic by 17%, driving greater visibility and engagement with key audiences
- Secured larger donor contributions at events organized, significantly increasing fundraising outcomes

## AWARDS

- Young Ones Finalist - Dove "Live In Your Body"
- Gold Volunteer Service Awards

## LEADERSHIP

- Battalion Commander Junior Army ROTC
- Pacific Teen Panel US Army Representative
- Founder of Chambersburg Area Senior High School's Battalion Adoption

## CONTACT INFO

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amanda-leasure

## SKILLS

- Photoshop
- Illustrator
- Premiere Pro
- Adobe Creative Suite
- PowerPoint
- Keynote
- Canva

## HOBBIES

- Song Writing
- Guitar
- PopStick  
(Sticker Company)

## PORTFOLIO

