

LESLIE FANTONE

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LeslieFantone.com



Swiss army knife of employees. Marketing manager with graphic design tendencies and an arsenal of other talents waiting to be utilized.

EXPERIENCE

- June 2023- Current** **Brand Manager - Triplepoint Environmental**
○ Responsible for visual representation of the company, social media management, email campaigns, collateral and digital assets, and tradeshow coordination.
▶ Redesigned logo, created brand guidelines, and updated existing assets.
▶ Increased site visibility from 19.47 to 27.87%
▶ Increased average position on Google from 49.88 to 28.25, including adding 11 keywords to the top 3 position.
- July 2021- Nov 2022** **Marketing Manager - Farm Plus Financial**
○ Spearheaded conception, development, and management of all marketing and creative assets and endeavors, including traditional and digital marketing efforts.
▶ Redesigned logo, created new brand guidelines, designed new website, and updated all marketing assets.
▶ Decreased cost per acquisition, cost per click, and overall spend.
- May 2019- Aug. 2020** **Creative Director - Marca Global**
○ Directed creation and execution of all creative assets, including all digital marketing initiatives.
▶ Wrote copy and designed visual content which converted above industry standards for a variety of platforms, including landing pages, print collateral, and paid ads.
- Sept. 2018- Feb. 2019** **Marketing Manager - Center Point Renovations Colorado.**
○ Managed live events, including scheduling, collection of leads, and promotional material creation and distribution.
▶ Increased MQL leads, decreased PPC cost per lead.
- Jun 2017- Feb. 2019** **Graphic Designer - Kids Out And About.com**
○ Integrated in-house creation of content, including copy. Designed graphics for articles, social media, clients, and more.
▶ Decreased average sales cycle length and increased customer lifetime value.
- Oct. 2008- Jan. 2018** **Social Media Manager - Hedges Nine Mile Point Restaurant**
○ Created and maintained social media accounts and Google Business account. Monitored Google analytics. Handled reputation management.
▶ Improved Google review ratings.
- 2010- Present** **Graphic Designer and Digital Media Consultant - Freelance and Contract**
○ Including but not limited to logo design, label and packaging design, promotional material design, web design, copy writing, social media management, screen printing production, tattoo illustration, product and portrait photography and editing.
▶ Featured brands I have worked with include Finkle & Garf, Match Play Ink, Shade Tree Greetings, and Blackwell Beauty.

AREAS OF EXPERTISE

Graphic Design
Marketing
Advertising
Web Design
UI/UX
Social Media
Copy Writing
Photography
Photo Editing
Production Editing
Communication

SKILLS

Adobe CC
Wordpress
Drupal CMS
Google Analytics
PPC
SEO
SEM
HTML
CSS

EDUCATION

Certified Brand Specialist
by Level C

Bachelor of Arts in
Communication
SUNY Geneseo

A.A.S. in
Graphic Design
Monroe CC