

AMELIA LEICHT

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@schmashmelia

I am a design-minded, user-centric creative professional with extensive experience in brand identity, content strategy and brand and experiential marketing. I am passionate about developing experiences that tell impactful brand stories and foster meaningful connections with audiences.

My philosophy towards my career can be summed up with two simple phrases: I want to do great work, and I want my work to do great things. I'm a highly engaged and deeply invested employee and am currently on the lookout for a position where I can grow my skill set in a collaborative environment.

January 2015 - Present | Amelia Leicht, LLC

OWNER AND CREATIVE DIRECTOR

Creative director at my own creative practice - I offer creative services serving clients in the areas of Brand Identity and Brand Marketing. I am responsible for end-to-end management of my business and all work, from soliciting clients and pitching, to kickoff, management, production and wrap of projects, to invoicing, billing and tax management. Areas of focus include brand strategy and identity, design, art and creative direction, photography and copywriting.

March 2015 - July 2019 | Travelocity at Expedia Group

SENIOR MANAGER, CREATIVE AND BRAND EXPERIENCE

Recently launched an experiential marketing event around Travelocity's partnership with The Amazing Race - the season finale watch party in Dallas on June 26 drew ~400 public guests, current and former Amazing Race cast members and local media (as well as extensive social media) coverage. I have been responsible for the comprehensive business-wide rollout of the Wander Wisely™ brand tagline and campaign, the planning, production and execution of brand television advertising, digital content and media partnerships including The Amazing Race, and for the strategic evaluation, restructuring and relaunch of the Travel For Good program. Areas of focus include brand strategy, brand marketing, advertising, design and experiential. Cross-channel resource and authority on brand creative, design, and experiences.

October 2013 - March 2015 | Travelocity

MANAGER, CREATIVE AND BRAND EXPERIENCE

Managed the global content marketing calendar, Roaming Gnome social media strategy/content/experiential marketing, content strategy, production and implementation for the Inspire blog, onboarded new creative AOR. Special focus in this role on photography, art direction, design, copywriting for various channels and social media strategy and management.

April 2013 - October 2013 | Travelocity

SENIOR WEB DESIGNER

Led the UX team in supporting all teams across the business with site design, maintenance and optimization, merchandising and advertising creative, and branded content. Special focus in this role serving the media solutions and brand marketing teams.

August 2011 - April 2013 | Inspirus, LLC

MARKETING & CREATIVE PROJECTS COORDINATOR

BUSINESS DEVELOPMENT COORDINATOR at Inspirus, LLC (August 2010 - August 2011)

PRODUCTION EDITOR at Inspirus, LLC (March 2010 - August 2010)

Savannah College of Art and Design, currently enrolled part-time (eLearning program)

MASTER OF ARTS, GRAPHIC DESIGN AND VISUAL EXPERIENCE, CURRENT GPA 4.0

Texas Christian University, 2008

BACHELOR OF ARTS, MUSIC: MAGNA CUM LAUDE, 3.9

BACHELOR OF ARTS SPANISH LANGUAGE AND LITERATURE: MAGNA CUM LAUDE, 3.9

REFERENCES

Bryan Bock, Expedia Group
e: bbock@expediagroup.com
p: 469.442.5192

David Gong, PMG
e: david@pmg.com
p: 917.512.3111

Gregg Dunham, HOD
e: gdunham@houseofdestiny.org
p: 469.586.8938

PROFESSIONAL SKILLS

Excellent Written and Oral Communication Skills; Agency Management; Project Management; Content Strategy, Production and Management; Brand Marketing and Management; Graphic Design and Art/Creative Direction; Writing, Proofreading and Editing

TECHNICAL SKILLS

Adobe Creative Suite, Microsoft Office, Mac Office
LANGUAGES: English, Spanish