

AMELIA LEICHT

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I am a fourth-order designer who consistently solves problems by focusing on the humans who encounter them. My creative expertise ranges from brand identity to content strategy and nearly everything in between, with a particular passion for developing experiences that tell engaging stories and foster meaningful connections.

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 am a highly engaged employee on the lookout for a position where I can grow my skill set in a growth-mindset environment.

EXPERIENCE

August 2020 - Present | Pace Graphics, Inc.
CREATIVE DIRECTOR

I lead a creative team in developing branded environments and environmental graphic design packages for national and local clients. This position carries a leadership/advisory role, where process oversight and development, business strategy and management and overall company health and performance are core responsibilities. In this capacity, I've led the research and development of our brand platform, which has overhauled everything from our business operations to our visual identity. I am responsible for the growth and development of my immediate team and employees who dotted-line into me, providing mentorship, teaching, access to resources and training and coaching.

January 2015 - Present | Amelia Leicht, LLC
OWNER AND CREATIVE DIRECTOR

I assist clients with brand identity, strategy, development and execution. I am responsible for end-to-end management of my business, from pitching, to kickoff, management, production and launch, invoicing, billing and tax management. Areas of focus include research and strategy development, design, art and creative direction, photography and copywriting.

March 2015 - July 2019 | Travelocity at Expedia Group
SENIOR MANAGER, CREATIVE AND BRAND EXPERIENCE

Areas of focus included brand strategy, brand marketing, advertising, design and experiential. Cross-channel resource and authority on brand creative, design, and experiences. Responsible for business-wide rollout of new branding, execution of TV advertising campaigns, management of The Amazing Race™ partnership, and strategic relaunch of the Travel For Good program.

October 2013 - March 2015 | Travelocity
MANAGER, CREATIVE AND BRAND EXPERIENCE

I 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
August 2011 - April 2013 | Inspirus, LLC | MARKETING & CREATIVE PROJECTS COORDINATOR

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (ANTICIPATED GRADUATION: MAY 2022)
MASTER OF FINE 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

Meagan Arizpe, Pace Graphics, Inc.
e: meagan@pacegfx.com
p: 630.605.9949

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

Bryan Bock, TRUESPOT
e: bryanparkbock@gmail.com
p: 469.442.5192

PROFESSIONAL SKILLS

Excellent Written and Oral Communication Skills; Team Building and Relationship Management; 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, Trello, Basecamp, Google Suite
LANGUAGES: English, Spanish