

[LESLIE TORRE]

leslietorre@yahoo.com | 917-554-9999 | www.leslietorre.com

Highly accomplished creative professional with 15+ years of leadership on visually compelling, multi-channel design projects within fast-paced, demanding work environments. Known for creative versatility, ranging from traditional print production to highly targeted digital marketing campaigns. Adept at managing complex projects simultaneously while meeting challenging deadlines. Accustomed to working collaboratively with in-house creatives, external agencies, production houses, and brand representatives. Possess superior interpersonal, client relations, and team-building skills.

- Project Management
- Photography & Photo Retouching
- Targeted Online Marketing
- Digital & Print Content Creation
- Brand/Identity Enhancement
- Set Lighting & Staging

Technically proficiencies include: Adobe Creative Suite, Acrobat, PowerPoint, Quark Xpress, Microsoft Office Suite, FTP servers, image prep and scanning, fonts and typography, black-and-white photography, film and digital photography, set lighting and staging, and social media platforms such as Facebook, Twitter, and Instagram.

[CAREER EXPERIENCE]

Town Sports International | New York, NY | 2018 to present

SENIOR GRAPHIC DESIGNER

Pilot all creative work for ten distinctive brands represented at 180 health clubs in the Northeast, Florida, California and Puerto Rico. Collaborate with external creatives, production houses, social media team, and partnering brands to ensure uniform standards, adherence to in-house guidelines and brand consistency.

- Create branded emails for 200,000+ former and prospective club members.
- Conceptualize and design direct mail to target prospective members.
- Design in-club signage (brand-wide as well as individual club asks), flyers, print ads, billboard and stadium signage, and other marketing collateral.
- Art direct photo and video shoots, and occasionally shoot photo and video for social media content.
- Create wireframes for off-shore team to update website design.
- Create all opening collateral for high-end West Village TMPL gym.
- Drove #BeSuper Campaign, including selection of member models from social media, art direction of photo shoot, and creation of all marketing creative.

CityMD Urgent Care | New York, NY | 2016 to 2018

GRAPHIC DESIGNER

Spearheaded design and production of all print and digital marketing materials for 80 urgent care healthcare sites throughout the Northeast and Washington State. Ensured compliance with established corporate standards and specifications. Collaborated with vendors to create production schedules, meet deadlines, maintain budget and replenish inventory to external clients.

- Constructed files and built mock-ups to meet in-house specifications and digital requirements.
- Retouched, color corrected and manipulated photography and art/assets for print and digital production.
- Proofed, organized and prepared final mechanicals for print or digital output.
- Maintained and updated creative status reports.
- Archived final mechanicals and photography.

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Town Sports International | New York, NY | 2014 to 2015

GRAPHIC DESIGNER

Orchestrated 300+ digital, print, email and social media marketing campaigns for major health club and fitness studio that targeted as many as 500,000 individuals.

- Designed and oversaw implementation of major ad campaign for New York City's Penn Station, including staircase wrap and signage.
- Re-imagined email advertising campaign and print collateral for Sports Clubs for Kids, including posters, postcards, flyers, emails and stickers.
- Created ballot boxes, entry forms, posters and emails for KIND bar and Atlantis Resort promotional campaigns.
- Edited in-club promotional videos.

Reproductions | New York, NY | 1999 to 2014

SENIOR LAYOUT ARTIST & GRAPHIC DESIGNER

Designed and oversaw production of promotional materials for performing artists and modelling agencies in New York City and Los Angeles, including model composite cards, business cards, postcards, and online and print ads. Served as key liaison between offices.

- Collaborated with photographers to design ads for the agency's online directory.
- Proofed images for quality and resolution before final print runs.
- Produced industry-standard Directory of Headshot Photography from 2005 to 2009.
- Collected, downloaded, organized and archived client files.

[EDUCATION AND CREDENTIALS]

Bachelor of Arts in Studio Art & Art History | Oberlin College | Oberlin, OH

Art/Study Abroad | Goldsmiths College | London, UK

Motion Graphics Certificate | Fashion Institute of Technology | New York, NY

Continuing Education | School of Visual Art | New York, NY