



# lea selekman

Dynamic and passionate **creative Leader** with **10+ years of experience** driving brand storytelling, visual strategy, and team leadership. Skilled in translating **business goals into design solutions** that elevate brand presence, engage audiences, and **deliver measurable results**.

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## experience.

### **Freelance** Creative Director Jan. 25 – Present

- Partner with nonprofits, Fortune 500 brands and start-ups to develop branding, 360 campaigns, and digital experiences that **drive measurable growth in engagement and visibility**.
- Streamline creative workflows and client processes by mentoring junior freelancers and cutting project turnaround time by 20% while maintaining high-quality standards.
- Manage multiple clients simultaneously, ensuring on-time delivery. **Notable clients include:** Planet FWD, IACP, YMCA, Strategic Thinking Institute, Barrack Hebrew Academy, and more

### **YMCA Corporate** Interim Creative Director Jan. 24 – May 25

- Directed creative vision and budget across 16 branches, 90+ childcare sites, and 150K+ members, ensuring cohesive brand presence across programing, fundraising, and corporate partnerships
- Managed internal design staff and external vendors to **align creative strategy with organizational priorities**
- Spearheaded multi-channel membership **campaigns that drove \$2.6 million ROI**

### **DID Agency** Art Supervisor Aug. 20-Jan. 24

- Led design direction for Kenvue Professional (formerly Johnson & Johnson), Infant Nutrition, Oncology, and Medical Device brands, producing creative that **resulted in #1 docotor-recommended rankings**
- Partnered with account teams to shape brand strategies and budgets during yearly business planning
- Grew and mentored a **cross-disciplinary creative team of designers, copywriters & freelancers**, fostering collaboration and elevating the quality of work that exceeded client KPIs.
- Directed creative development and presentation for new business pitches, contributing to \$6.2 million in new revenue growth in 2024

#### NOTABLE CLIENTS:



## skills.

- Leadership & Mentoring
- Resource Management
- Creative Strategy
- Campaign Concepting
- Client Relationships
- Pitching & Presentations
- UI/UX & Accessibility
- Workflow Optimizations

## tools.

- Adobe Creative Suite
- Figma
- MidJourney, ChatGPT
- Asana / Clickup / Airtable
- Powerpoint/Google Slides
- Slack / Teams
- Canva
- Meta Ads Manager

## education.

### UX Certification | 2021

Nielsen Norman Group  
UX Deliverables | 2021

### Graphic Design | 2014

Art Institute of Philadelphia  
BS Graphic Design | GPA 3.8