



# 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**.

## 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 doctor-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