



LESLIE SUNDAL

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SEEKING A POSITION IN THE DIGITAL MEDIA AND GRAPHIC & WEB DESIGN FIELD

Experience

2023 - PRESENT *Special Olympics Southern California, Long Beach CA.*

DIRECTOR, MARKETING AND COMMUNICATIONS

Same responsibilities as previous job plus Project Management, Brand Strategy & Implementation for the organization.

2015-2022 *Special Olympics Southern California, Long Beach CA.*

MANAGER, DIGITAL MEDIA

Web Development, Design, Content Creation & Management. Email Design, Marketing, Content Creation & Campaign Management. Graphic Design & Artist. Social Media Content Creation & Strategy, Campaign Management & Execution. Web, Print & Social Media Analytics & Optimization.

2014-2015 *City of Long Beach Department of Parks & Recreation, Long Beach CA.*

GRAPHIC DESIGNER, COMMUNITY INFORMATION SPECIALIST

Graphic Design & Artist. Print Content Creation & Management.

2007-2017 *Salon Pop & Barber Shop, Long Beach CA.*

CO-OWNER, GRAPHIC DESIGNER, WEB DESIGNER & DEVELOPER

Graphic Design & Artist. Web Design & Development. Social Media. Email Marketing. Web, Print & Social Media Analytics & Optimization. Business & Employee Management. Accounting. Customer Service. Public Relations.

2000-2009 *Long Beach School for Adults/Regional Occupational Program, Long Beach CA.*

GRAPHIC DESIGNER, WEB DESIGNER & DEVELOPER

Graphic Design & Artist. Web Design & Development. Public Relations.

1999-2006 *Sympathy for the Record Industry, Long Beach CA.*

ART DIRECTOR, GRAPHIC DESIGNER, WEB DESIGNER & DEVELOPER, PRODUCTION ARTIST

Graphic Design & Artist. Web Design & Development. Artist Relations.

1998-PRESENT *Leslie Sundal Designs, Long Beach CA.*

GRAPHIC DESIGNER, WEB DESIGNER & DEVELOPER

Graphic Design & Artist. Web Design & Development. Email Marketing. Web, Print & Social Media Analytics & Optimization. See website for portfolio samples: www.lesliesundal.com

1996-1998 *National Alliance for Media Arts & Culture (NAMAC), San Francisco CA.*

ASSISTANT COORDINATOR & WEB MASTER

Database Management. Event Planning. Membership Relations. Print Content Creation & Management, Administrative Assistant, Web Development & Maintenance.

2011-2014

UCLA Extension, Los Angeles CA.

ADVANCED WEB CERTIFICATE

CSS, CSS3, HTML5, UX/UI, JS, jQuery, Adobe Dreamweaver & Photoshop, responsive web design.

2001

University of San Diego, San Diego CA.

INSTRUCTIONAL CERTIFICATE

PRINT & GRAPHICS

1998-2000

Long Beach City College, Long Beach CA.

ART & PHOTOGRAPHY

COMPUTER GRAPHICS

1996

University of California Santa Cruz, Santa Cruz CA.

BACHELOR THEATER ARTS, FILM & VIDEO

BACHELOR COMMUNITY STUDIES

Education

Skills

HARDWARE 25+ years • Macintosh & PC

SOFTWARE 25+ years

- **Adobe:** Photoshop, Illustrator, Indesign, Dreamweaver, Fireworks, Flash.
- **Microsoft:** Word, Excel, Powerpoint, Publisher, Access.

TECHNIQUES & SKILLS 25+ years

- **Web:** HTML, HTML5, CSS, CSS3, JS, JQuery, responsive design, UI/UX, CMS/CRM i.e. Blackbaud & Wordpress, analytics, content creation & management, ecommerce & email marketing, SEO.
- **Graphic Design & Print:** design & layout, advertisements, brochures, business cards, catalogs, fliers, logos, mailers, newsletters, packaging, posters, signage, color & image correction.
- **Social Media:** planning, implementation, Facebook, Twitter, Instagram, Pinterest, Flickr, YouTube, analytics
- **Other:** project planning & management, attention to detail, work well with people, leadership skills, able to work collaboratively & independently.