

# LESLEY ELLYN SIEGEL

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## EXPERIENCE

Web Production Director Manhattan Media • January 2011–Present  
Co-manage the web department for a media company that produces community events and publishes neighborhood-based newspapers and lifestyle magazines  
Responsible for the planning, design, development, implementation and maintenance of multiple sites  
Provide periodic communication to subscribers through e-mail marketing  
Coordinate social media marketing for brands and live events  
Organize and analyze web metrics of sites and e-newsletters  
Supervise daily, weekly and monthly updates of site content  
Respond to day-to-day inquiries regarding website operations

Marketing & Events Designer Manhattan Media • April 2008–January 2011  
Developed logos, branding and identity for live events, including but not limited to Antiques Shows, culinary events and an urban bicycle show  
Created ads, invitations, signage, direct mailings and e-blasts  
Designed media kits and sell sheets for newspapers and lifestyle magazines

Art Director Manhattan Media, *New York Family Sports* • November 2009–June 2010  
Responsible for template, design, layout and production of monthly sports magazine  
Collaborated with the editorial team to develop content for each issue  
Prepared files for output to print vendors

Graphic Designer Grandstand Design, Inc. • October 2007–April 2008  
Developed designs, created templates and design options for projects at a graphic design firm with a sports industry focus  
Edited files, packaged for output, color corrected, formatted layouts and proofed files  
Created brochures, story layouts, business cards, event invitations and other marketing collateral

## EDUCATION

Bachelor of Arts Connecticut College, New London, Connecticut • 2007  
Double Major: Architectural Studies and Studio Art  
Selected Scholar Certificate Ammerman Center for Arts & Technology • 2007

## AWARDS

Art Department Award The Salvatore Stephen Filiomeni '82 Memorial Art Award  
Connecticut College • 2007  
The Leo and Ann Higdon Art Award Award of Merit, Senior Thesis Exhibition  
Connecticut College • 2007

## TECHNICAL SKILLS

Print and Photography Photoshop • InDesign • Illustrator • QuarkXPress  
Web Production HTML • Dreamweaver • Wordpress • Fireworks • Flash  
Photography • Custom Framing • Microsoft Office Suite • Mac and PC Proficient

Selections of design work can be viewed at [gullymade.com](http://gullymade.com) • References available upon request