



Leanne Bertorelli

Creative

📍 London, UK

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Languages

English (Fluent)

About

A talented, adaptable, organised, results and detail orientated creative with excellent work ethic, strong time management and interpersonal skills. A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescale. A strong team player who is able to work as part of a team with printers, copywriters, photographers and designers. Works with passion and precision, always keen to learn and develop new skills.

BRANDS WORKED WITH



Experience



● Creative Brand Manager

Club L London | Apr 2022 - Now

Generating a new visual direction and creating fresh new concepts through campaigns, whilst managing shoots and shoot production under the creative director to meet all shoot objectives. Directing the creative departments to ensure all objectives are met and making sure all brand messaging is cohesive and deadlines are adhered to. Whilst implementing processes across all creative teams to ensure a streamlined journey from concept to reality. Establishing all creative comms are in line with the brands vision and continuously evolving the brands ethos throughout various channels, whilst planning content creation across all international territories.



● Head of Creative Design

House of CB | Mar 2017 - Mar 2022

Being responsible for leading and managing the design team whilst setting the vision across two brands for their visual identity and authentic tone of voice on all platforms. Ensuring a consistent, high quality standard of print and digital design from initial concept through to product delivery. Producing new ideas, setting creative directions and developing visual executions. Implimented a major rebrand across all channels with both brands whilst improving working practices through organisational rebranding by close collaboration with brand CEO, marketing and product development teams. This to generate new creative concepts and brand visions whilst maintaining company signature and identity.



● Middleweight Graphic Designer

PEARL | Feb 2015 - Feb 2017

Creating new identities for several brands responsible for developing and executing creative concepts for leading-edge marketing and web solutions. Regularly liaising with the technology team to ensure the best creative solutions are realised, implemented and delivered. Develop and frame creative concepts according to creative brief requirements. Conceptualise, visualise and design user experiences. Managing and directing photo shoots on time and budget. Involved in developing the clients culture and quality standards. WORK HISTORY:



● Graphic Designer

FP Creative | Aug 2014 - Feb 2015

My responsibilities included working with art directors, creative directors and copywriters to conceptualise, design and develop concepts for interactive and print based projects. Working on of-line and on-line projects for Land Rover, Jaguar and Longines.

- **Graphic Designer**

Little Mistress | May 2013 - Aug 2014

Working across two brands managing and creating guidelines. Producing a broad range of print based projects such as ads, large format and co-branded advertising. Manage and produce event support material, as well as a large variety of marketing material, such as stationery, look books, mailers, trade show signage, packaging and labeling. Also supporting the web team by producing weekly newsletters, as well as a wide variety of web assets, which include banners, home pages, landing pages and internal advertisings. Photographing products for on-line material and a re-design of the responsive website.



- **Graphic Designer**

Cutler and Gross | Aug 2012 - May 2013

Working as an In-House designer taking on the responsibility of various projects ranging from look books, POS, packaging, branding, Online newsletters and banners, invitations, presentations and press releases. Managing several projects at once and seeing the projects from inception right through to print and production. Help assisting the PR and Marketing team with marketing strategies and press requests, also maintaining the brand's voice across all channels.