

LESLIE E. VALIANT

lvaliant09@gmail.com 812-259-1264

Marketing Professional / Project Manager

Experienced marketing professional and project manager with a proven history working with teams and clients of many industries. Driven, determined and able to work independently or in collaboration with other professionals.

PROFESSIONAL EXPERIENCE

Accent Consulting – Lafayette, IN

July 2020 – Present

Marketing Manager

- Create and manage marketing automation workflows through CRM applications.
- Design and develop company website.
- Manage, create, and execute inbound and outbound marketing efforts.
- Manage and continuously improve SEO for company website.
- Manage PPC advertising.
- Participate actively in the ongoing strategies of the sales and marketing team.
- Supervise marketing administrative personnel.
- Track and measure department metrics and KPIs.

Big Imprint – West Liberty, IA

2015 – 2020

Project Manager and Marketing Consultant

- Collaborated with in-house and contract design and development teams to drive performance and task completion.
- Conducted client training and offered support on website content management systems (CMS).
- Conducted market research analysis for agency clients.
- Coordinated special community and agency events
- Established and maintained close relationships with clients on project expectations.
- Managed accounts payable and client invoicing.
- Managed, planned, and launched brand campaigns for agency clients.
- Managed website and marketing project budget, scope, and timelines.
- Monitored project workflow, processes, and deliverables throughout the project lifecycle.
- Supported and assisted with in-house and client marketing design projects.
- Supported and assisted website helpdesk and development.

Valiant Creative - Washington, IN

2005 – 2015

Freelance Graphic Designer and Writer

- Designed and developed client websites using WordPress content management system.
- Designed collateral for brand campaigns, print marketing, product packaging, and professional presentations.
- Developed business writing pieces that included strategic marketing plans, press releases, advertising copy, email campaigns, and professional letters.
- Executed full website and marketing project management for online and print projects including sales, technical support, materials sourcing, site development, and online training.
- Produced and edited small business marketing videos and photography.

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Wabash Valley Eye Center - Vincennes, IN
Marketing Director

2002 - 2005

- Created and monitored annual marketing budget for two practice divisions.
- Created and performed in-service presentations for assisted living and extended care facilities.
- Developed all advertising material including graphics and copywriting for print, broadcast, and internet promotions
- Maintained active participation in the management team including attending weekly accountability meetings and monthly department updates at staff meetings.
- Managed part-time marketing staff members by assigning tasks, teaching relevant skills, and delivering performance evaluations.
- Organized, coordinated, and presented patient education seminars and health fairs. • Planned and executed marketing strategies for multi-million-dollar medical practice.

AmeriStamp SIGN-A-RAMA - Evansville, IN
Marketing Director

2000 - 2002

- Collaborated with owners and sales staff on strategic sales and marketing plans.
- Created all advertising material, including graphics and copywriting, for print and internet.
- Designed and maintained a dynamic data-driven website.
- Participated in the production of sign and stamp designs according to customer specifications.

Central Products, Inc. - Indianapolis, IN
Copy Writer / Designer

1998 - 2000

- Assisted art director with website design and maintenance.
- Assisted design of catalog layout.
- Proofed copy and design elements for prepress.
- Researched product information for national wholesale distribution catalogs.
- Wrote copy on products featured in catalogs.

EDUCATION

Purdue University West Lafayette, IN 1998
Bachelor of Arts – Communication
Associate of Science – Computer Graphics Technology

TECHNICAL SKILLS

Adobe Creative Suite
HubSpot, ZenDesk, and Zoho CRM
BigCommerce, Shopify, and WooCommerce ECommerce Tools
Microsoft Office Suite
SEO and Online Listing Management
Trello Project Management Software
WINDOWS and MAC OS
WordPress Website CMS Tools