



Lee Ann Weber | Design **Concepts** Creative Direction

Hello

My name is Lee Ann Weber and I am a senior creative with over 10 years of experience in design and advertising. I have been freelance for the past year working on large integrated marketing programs which typically include print, a variety of collateral and online advertising. Currently I am working on a global Go To Market Campaign for Microsoft. For three years before going freelance I was an Associate Creative Director for OWP and worked primarily on Electronic Arts, half.com, Grand Marnier and Target. I built and managed an online creative team and was responsible for the integration of all print and collateral with online advertising.

I have worked in both small design shops as well as large agencies and have conceptualized and produced everything from direct mail, a variety of collateral, print ads, TV to every kind of interactive advertising.

I have a complete grasp of design and production from the initial strategy and marketing objectives to the concept and final creation of the deliverables. I have managed teams of designers on multiple projects and am very comfortable presenting concepts and creative work as well as interacting with clients to vendors.

I feel that having worked in advertising, design, and marketing gives me a strong sensitivity to a brand's characteristics; and that I have been very successful communicating my client's brand across a multitude of designs and mediums.

Please see my resume for more details on my experience.
My portfolio and references are available upon request.

Thank you for your consideration. I hope we can work together soon.

Sincerely, Lee Ann Weber