

# LEASHA LABRUZZI

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(719) 203-2376

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## WORK EXPERIENCE

### **Owner/Designer**

**LaBruzzi Media Craft** - Colorado Springs, CO

January 2014 to Present

I leverage my skills, expertise, and tenacity, to find solutions, and provide a variety of creative services.

### **PR Assistant, Contract Designer, Publicist (Marketing Director)**

**Sonoma County Event Center at the Fairgrounds** - Santa Rosa, CA

February 2013 to November 2018

I managed all publicity and marketing for the Sonoma County Fair, Harvest Fair, Wine Country Racing, Jockey Club, Fair Foundation and Event Center. Duties included (but not limited to) website management; social media management; designing ad layouts, fair magazine, direct mail pieces, brochures, daily schedules, outdoor advertising and more.

### **Production Assistant, Production Coordinator, Designer**

**Westwynde Communications** - Windsor, CA

March 2007 to December 2017

I combined my experience with the equine industry & graphic design to uniquely help Westwynde clients with their print and web projects. Duties included (but not limited to) project management, designing ad layouts, maintaining over a dozen websites, and more.

### **Director of Graphics**

**Glassical Designs** - Colorado Springs, CO

December 2013 to February 2015

I created black & white vector layouts & graphics for engraving on various glass & crystal corporate awards. I also designed templates for new award pieces and illustrated line drawings of detailed cityscapes and other special image requests. I was responsible for art direction, schedule and workload management, final proofing, order detail checks, quality assurance of all artwork, logo or image re-draws, and seeing projects through to production.

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## EDUCATION

### **Associate in Graphic Design**

**Santa Rosa Junior College** - Santa Rosa, CA

August 2006 to May 2009

### **Associate in Equine Science**

**Scottsdale Community College** - Scottsdale, AZ

August 2000 to May 2004

### **High School Diploma**

**Paradise Valley High School** - Phoenix, AZ

August 1995 to 1999

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## SKILLS

- 25+ Years Customer Service
- 15+ Years Graphic Design
- 9+ Years Marketing
- 9+ Years Public Relations
- 5+ Years Media Relations
- Organization
- Communication
- Budget Management
- Time Management
- Project Management
- Branding
- Brand Management
- Copy Writing
- Email Marketing
- Logo Design
- Photo Editing
- Photo Manipulation
- Photo Retouching
- Video Editing
- Print Advertising
- Website Design
- Website Management
- Microsoft Office
- Instagram
- LinkedIn
- Facebook
- Twitter
- WordPress
- Square
- WIX
- Mailchimp
- Constant Contact
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premier Pro
- Adobe Lightroom
- Adobe XD
- Adobe Acrobat Pro DC
- Adobe Dreamweaver

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## AWARDS

### **WFA Achievement Award**

November 2017

1st place fair program/schedule

### **WFA Achievement Awards**

November 2016

1st place magazine ad, 1st place fairtime ad poster, 2nd place digital ad campaign (single ad), 3rd place digital ad campaign (series), 3rd place outdoor ad.

### **WFA Achievement Awards**

November 2015

1st place newspaper ad (black & white), 1st place magazine ad, 1st place electronic newsletter, 2nd place facilities website, 2nd place Fair program (magazine), 3rd place newspaper ad (color), 3rd place online ad, 3rd place outdoor ad, 3rd place Fair poster.