



**LEAH MARTOCCI**

*Designer & Illustrator*

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## *Experience*

### **FREELANCER - PRESENT**

- Create quality brand design strategy, logos, and branded materials.
- Design product label design and illustrations.

### **GRAPHIC DESIGNER**

The S3 Agency (Boonton, NJ)  
May 2021 - June 2023

- Design engaging social media organic and paid graphics, photography, TikTok, video, and animation.
- Responsible for branding, brand guideline development and upkeep for select clients.
- Design logos and brand identities.

### **GRAPHIC DESIGNER**

Trillium Brewing Company (Boston, MA)  
September 2019 - April 2021

### **JUNIOR GRAPHIC DESIGNER**

September 2018 - August 2019

- Managed brand design for all print, digital, merchandise, educational, and packaging materials.
- Coordinated with external vendors for print production.
- Created and managed new beer branding and naming.
- Content creation for digital and printed media.
- Product photography
- Created cohesive festival identities, restaurant/beer menu design, and weekly newsletters.

### **JUNIOR ART DIRECTOR**

The S3 Agency (Boonton, NJ)  
January 2018 - September 2018

- Created monthly social content that was engaging and drove e-commerce.
- Designed print and digital ads both print and digital.
- Assisted with pre-press production.

### **FREELANCE GRAPHIC DESIGNER**

Looney Advertising & Branding (Montclair, NJ)  
July 2017 - December 2018

- Created social media content design for client and agency platforms.
- Designed client pitch decks.

## *Education*

### **B.A. COMMUNICATION ARTS:**

### **VISUAL COMMUNICATION DESIGN**

Ramapo College of New Jersey - May 2017

## *Skills*

- Adobe Creative Cloud
- Expertise in Illustrator, InDesign, Photoshop
- Basic knowledge of After Effects and Premiere
- Basic knowledge of animation and video editing
- Logo Design & Branding
- Illustration & Photography
- Marketing Design - Print & Digital
- Social Media Content Creation