



## **BRAD DELEONE** DESIGNER | MARKETER

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## **PROFILE**

Dynamic and innovative Director of Design with over 8 years of experience in leading graphic design teams, managing successful marketing campaigns, and overseeing brand development. Proficient in collaborating with external partners, executing high-quality print and digital materials, and driving audience engagement through strategic visual storytelling.

## **WORK EXPERIENCE**

### **TENNESSEE PERFORMING ARTS CENTER – Nashville, TN**

#### **Director of Design – September 2024 to Present**

- Manage and direct four graphic designers by assigning projects, establishing timelines, providing feedback, and ensuring all deliverables align with high standards and brand identity, enhancing audience engagement and brand recognition
- Lead the graphic design team in developing successful campaigns for national Broadway tours, dance, and theatre programming, including brochures, postcards, digital/print advertisements, and building signage, directly contributing to \$17 million in sales profit
- Collaborate with New York partners representing over 30 touring Broadway shows (e.g., Disney Theatricals, Bond Theatricals, Broadway Across America) to create marketing materials and show graphics
- Generate engaging designs for 60,000+ recipients by developing creative concepts, finalizing print-ready materials, and executing quality press checks, ensuring effective and visually appealing direct mail brochures, postcards, and digital marketing materials

#### **Senior Manager of Graphic Design – January 2022 to September 2024**

- Designed engaging materials for the Broadway at TPAC series, directly contributing to nearly doubling the subscriber base from 8,500 subscribers to 15,250
- Spearheaded branding for major events, including the annual TPAC Gala and Broadway donor/planned giving campaigns, enhancing visual identity and audience engagement
- Designed comprehensive graphics for the annual Spotlight Awards, including branding, social media assets, printed programs, and motion graphics for the ceremony and broadcast
- Collaborated with AKA Branding to implement an overhaul of TPAC's brand identity, including typefaces, colors, and web design, resulting in increased brand awareness across Nashville

### **UNITED STATES LIABILITIES INSURANCE GROUP (USLI) – Wayne, PA**

#### **Designer – June 2020 to January 2022**

- Led the design for Breastcancer.org partnerships, developing auction sites, collateral, promotional material, branding, motion graphics, social media posts, and video production
- Coached and trained interns and junior designers through multimedia projects; facilitated the training of department-wide new hires
- Developed customer newsletters with engaging content for over 70,000 recipients quarterly

#### **Junior Designer – September 2016 to June 2020**

- Managed the creation/production of B2B marketing, presentations, and conference materials
- Translated complex principles and data into creative solutions, infographics, and easy-to-follow materials for customers, new hires, and company leaders
- Led the Villanova Men's Basketball's Hoops for Haiti initiative, creating branding, promotional material, and motion graphics for large-scale Philadelphia stadiums and arenas

## **EDUCATION**

### **DREXEL UNIVERSITY – Philadelphia, PA**

**Bachelor of Science: Graphic Design – June 2016**

Minors: Marketing, Art History | GPA: 3.8

## **SKILLS**

Graphic Design, Campaign & Brand Development, Team Leadership and Coordination, Training and Development, Operations Management, Innovation

**Technical Skills:** Adobe Creative Suite, Acrobat, After Effects, CSS, Dreamweaver, Figma, Final Cut Pro, Flash, HTML 5, Illustrator, InDesign, Javascript, Keynote, Lightroom, MailChimp, Microsoft Office, Photoshop, Portrait Pro, Premiere Pro, Prospect2, Sharepoint, Windows, Wordpress