

# BRAD DELEONE

BRAND DESIGNER & MARKETER | DELEONEDESIGNS.COM

☎ (610) 256-7383

✉ deleonebrad@gmail.com

in [linkedin.com/in/braddeleone](https://www.linkedin.com/in/braddeleone)

## WORK EXPERIENCE

### • BRAND MANAGER

*ProviderTrust* | February 2025 - April 2026

- Lead creative direction across digital, web, email, and content campaigns; designing and coding new pages and experiences that successfully bridge brand, design, and user experience.
- Create and ensure seamless user experiences through optimized SEO, AEO, and overall website performance.
- Redesigned 30+ reports, white papers, case studies, and blogs; relaunching with stronger design, structure and SEO optimization to drive engagement and organic performance.
- Applied Google Analytics, and SEMrush insights to inform design decisions, resulting in a 211% increase in Top 3 keyword rankings and a 113% increase in domain visibility.
- Rebuilt the internal brand identity from the ground up, standardizing the external brand into a unified visual system delivered consistently across all channels.
- Developed branded content templates and communication hubs for customer newsletters, lifting email open rates to 98% and CTR to 71%; up from 65% and 32%.

### • DIRECTOR OF DESIGN

*Tennessee Performing Arts Center* | September 2024 - February 2025

- Directed a team of four designers across full project and campaign lifecycles ensuring brand uniformity.
- Led creative for 30+ national Broadway tour campaigns in direct collaboration with New York partners (eg. Disney Theatricals, Bond Theatrics, Broadway Across America); contributing to \$17M in revenue.
- Oversaw content designs from digital and print production to direct mail reaching 60,000+ households.

### • SENIOR MANAGER OF GRAPHIC DESIGN

*Tennessee Performing Arts Center* | January 2022 - September 2024

- Increased Broadway season subscriber base from 8,500 to 15,250 through data-informed design strategy.
- Partnered with AKA Branding on a full organizational rebrand ranging typography, color systems, and web identity.
- Developed complete visual identities for the annual TPAC Gala and broadcasted Spotlight Awards.

### • DESIGNER

*United States Liabilities Insurance Group* | September 2016 - January 2022

- Led visual brand strategy for internal initiatives and external partners including Breastcancer.org and Villanova Men's Basketball.
- Produced motion graphics, video, and digital assets for B2B campaigns and newsletters reaching 70,000+ recipients.

## EDUCATION

### B.S. GRAPHIC DESIGN

Dual Minor | Marketing, Art History

*Drexel University*

2012 – 2016

## SKILLS

- B2B Marketing
- Brand Design & Visual Identity
- Brand Systems & Design Systems
- Campaign Conception & Art Direction
- Creative Brief Development
- Creative Mentorship & Leadership
- Cross-Functional Collaboration
- Digital & Paid Social Design
- Email Design & Development
- Environmental & Wayfinding Design
- Multi-Channel Campaign Execution
- Out-of-Home & Experiential Design
- Performance Marketing Creative
- Print Production & Fabrication
- SEO Strategy & Content Optimization
- Typography & Composition
- Vendor Management
- Visual Storytelling

## EXPERTISE

- Adobe Creative Suite
- AI (Claude, ChatGPT, Gemini)
- Ceros
- Figma
- Foleon
- Google Workspace
- Hubspot
- Microsoft Office
- Technical SEO & Core Web Vitals
- UI/UX & Web Design
- WordPress