

LENG VONG REIFF

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PROFILE

- Multi-award winning marketing and graphic design professional.
- Proven project management success with the creation, planning and execution of marketing strategies.
- Passionate and full of innovative, creative marketing strategies and campaign ideas.

Areas of Expertise:

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| • Campaign Development | • Graphic Design | • Marketing & Communications Strategies |
| • Non-Profit/Healthcare Marketing | • Project Management | • Editing in AP Style |
| • Web Design & Development | • Budget Administration | • Branding/Integrated Marketing |
| • Inbound Marketing | • SEO Management/Strategies | • Video Editing |

RECENT AWARDS

American Advertising Federation, Iowa ADDYs • Trilix, Self promotion mailer, Silver Award • 2012

American Advertising Federation, Iowa ADDYs • Trilix, Self promotion invitation, Gold Award • 2012

American Marketing Association, Iowa NOVA Award • PP Heartland, College Marketing campaign • 2010

American Marketing Association, Iowa NOVA Award • PP Heartland, LARC campaign • 2009

PP Federation of America Affiliate Excellence Award • PP Heartland, LARC campaign • 2009

PROFESSIONAL EXPERIENCE

Akili Design & Marketing Services • Windsor Heights, Iowa • 2007–Present

Graphic Designer • Account Manager • Owner

Run day-to-day operations on client work including graphic design, web design, social media management, search engine optimization and public relations. Clients include area non-profits, small business and health care practices. Develop RFPs and presentations for potential clients. Successful in providing clients with strategic marketing plans, graphic design and the execution of marketing strategies.

Selected Accomplishments:

- Increased client's revenue by 15% by providing a complete brand refresh and marketing plan.
- Property management client reached full occupancy after a rebrand of brochure — rebrand included design and copy.
- Flower shop client was featured in all three main news stations in Des Moines, *Des Moines Register* and *Business Record* due to public relations strategy — setting client apart from its competitors during Valentine's Day week, increasing sales.
- Asked to be speaker at entrepreneur conferences and seminars on social media.

Trilix Marketing Group • Johnston, Iowa • 2011–2012

Production & Proofreading Manager

Led agency in editing and proofreading of all client work before reaching public, and worked as overflow graphic designer. Managed the development of creative material from graphic designers and copywriters. Approved all agency work before final production. Supervised all production and fulfillment of agency projects. Maintained strong relationships with vendors and negotiated prices to keep projects within client budgets.

Selected Accomplishments:

- Efficiency and proofreading impressed client after second day with agency, in-turn, client tripled project requests, increasing revenue and agency-client relationship.
- Only person in agency to oversee all client work.
- Won two awards as part of creative team.

Mercy Medical Center • Des Moines, Iowa • 2010–2011

Graphic Designer, Public Relations & Marketing

Sole graphic designer for Mercy Hospitals in Des Moines and West Des Moines and its 50+ clinics. Successfully managed and developed all internal and external design projects from concept through completion. Work closely with eight account executives to create vision in accordance to Mercy brand standards and consistently meet deadlines and requirements on more than 30 concurrent projects. Worked closely with vendors to manage printing quotes/bids. Provided editing support and approval on all projects before production.

Selected Accomplishments:

- Developed request form that, when submitted, populates into a database to help track all projects and keep successful workflow.
- Provided quality work for all entities of the hospital under extremely tight deadlines.

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PP Heartland • Des Moines, Iowa • 2008–2010

Creative Project Manager (2009–2010)

Graphic Designer/Web Editor (2008–2009)

Managed, developed and coordinated all marketing print, web and digital media projects. Manager of two marketing interns. Led meetings with Executives and marketing team to develop marcom plans and strategies for various campaigns and messaging. Developed and maintained micro-sites and correlating e-marketing messaging for various events and cross-media campaigns. Collaborated with Director of Marketing & Communications in the writing and administering of marketing budgets for fiscal years 2009, 2010 and 2011. Performed other duties such as event and conference planning.

Selected Accomplishments:

- Won three awards (including two American Marketing Association NOVA awards) for two state-wide campaigns.
- Held a position on the national federation committee for web strategies and design.
- On planning committee for education conference hosted in Des Moines. Conference was the largest and most attended conference for the national organization and the first to make profit.
- Received SharePoint Services and Design certification – worked with IT to successfully rebuild intranet site. Designed training manuals and co-trained entire organization on how to use new portal.
- Led marketing team in planning, writing and design of annual report for fiscal year 2009.
- Successfully rebranded all marketing collateral, website and social media pages, while managing new projects, with a 2 month grant deadline, after 2009 merger.
- Controlled budget with cost-effective marketing tactics, management and vendor negotiations to end each year under budget.

ITAGroup • West Des Moines, Iowa • 2007

Summer Intern

Gained professional experience by designing documents, packaging and proposal presentations for various Fortune 500 clients.

Selected Accomplishments:

- Post-internship review noted, “not shy and shows initiative to meet deadlines.”
- Selected to work one-on-one with Vice President to assist in designing presentation for potential client – presentation was well received.
- Worked corroboratively with fellow intern to write and design training manual for travel directors.

Bear Marketing • Ames, Iowa • 2007

Intern

Designed and wrote ads for publications distributed in Story County, Iowa. Publications included: *Magic Mailer*, *Mature Living*, *Real Estate Digest*, *Real Estate Bi-Weekly* and *Living Well* postcards.

Selected Accomplishments:

- Trained and transitioned employees on how to use InDesign from Quark.

McFarland Clinic • Ames, Iowa • 2005–2007

Pediatrics Evening Receptionist Manager

Provided administrative assistance by scheduling appointments and organizing day-to-day tasks. Assisted lab technician, nurses and doctors with patients. Managed and organized work schedule, training and support of four employees.

Selected Accomplishments:

- Became evening receptionist manager after six months of employment.
- Started ADHD prescription program to successfully automate prescription refills in compliance with HIPPA. Trained entire department of doctors, nurses and receptionist on new procedures.

EDUCATION

Iowa State University • Ames, Iowa • 2004–2007

Bachelor of Arts

Major: Design • 2nd Major: Advertising & Journalism

Minor: Art & Culture

Universidade do Estado de Bahia

Salvador de Bahia, Brazil • Summer 2006

Study Abroad, Iowa State University

Art Instruction Schools • 2000–2004

Fundamentals of Art Certificate

TECHNOLOGY

Software: Photoshop, InDesign, Illustrator, MS Office (Word, Access, Excel, PowerPoint), SharePoint

Web/Multimedia: Flash, Dreamweaver, Fireworks, ColdFusion, FinalCut Pro, HTML, CSS, JavaScript, ActionScript 3.0, Web server administration, content management systems