

LEIGH STIMOLO

linkedin.com/in/leigh-stimolo

Senior level creative with expertise in digital and social media, web development, interactivity, branding, marketing and design. Highly skilled in leading and managing exceptional teams, strategic thinking and goal setting, creative direction and the artistry of digital media.

EXPERIENCE

Leigh Stimolo Productions, Boston, MA

Founder and Creative Director commercial advertising, marketing, media, design **2003-present**

Harvard University, Cambridge, MA

Creative Producer/Director **2006-2020**

- Drove creative direction, innovative strategy and elevated standards across internal and external communications and brand association for unified and integrative vision.
- Developed compelling marketing campaigns and materials in close collaboration with senior level and executive teams.
- Delivered excellent creative digital media and social marketing with immersion strategies.
- Produced vital creative assets with worldwide audience and top-rated features on our YouTube channel and other social platforms.
- Trained and mentored 31 plus departmental and divisional teams.
- Established best practices for high quality media goals.
- Developed and created best in class marketing, leading outstanding team and established even greater cohesion.

Chair, Harvard-Wide Peer Working Group (Video Multimedia Group) **2005-2020**

- Led the groups continued development as an industry leader of creative endeavors.
- Fostered a culture of innovation, teamwork and cutting-edge creativity.
- Crafted and nurtured strategic, value-added vendor relationships and partnerships.
- Engaged and maintained 1,000+ Harvard media professional membership and follower base.

Digital Accessibility Liaison **2019-2020**

- Ensured a highly diverse team and a positive culture of inclusion

SLP Productions, NYC

Producer full-service advertising, marketing, product design

- ABC Entertainment, MCI, Playtex, Banana Boat, USA Network, Seagram's Beverages, Foxwoods

EDUCATION

- ✓ **B.S. in Communications**, S.I. Newhouse School of Communications, Syracuse University
- ✓ 20 Graduate Credits towards Advanced Degree in **Advanced Screenplay Writing, Computer Science, Finances, Music Comp**, Harvard University Extension School
- ✓ Certification for **Leadership Strategies, Strengths-Based Leadership Program**, Harvard University

lstimolo@comcast.net

617-953-0398