

# LESLIE BLOOM

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## QUALIFICATIONS

Computer Software

Adobe Creative Suite, Adobe Premiere, Google Labs, JIRA, Microsoft Office Suite, Numerous Blogging, CMS, E-news and Social Media platforms, Squarespace, SurveyMonkey, Wordpress, Wufoo

Other Skills

Drawing, Photography, Spatial organization, Strategic planning, Videography, Website management

## EDUCATION

Jun 2009

**California Polytechnic State University**, San Luis Obispo, CA

Bachelor of Architecture Degree

Minor in Sustainable Environments, Minor in Anthropology/Geography

Coursework: Design studio, visual communication, architecture history and theory, sustainable development, spatial theory, cultural studies, behavioral studies, environmental philosophy

Mar - Jun 2009

**Silpkakorn Art & Architecture University**, Bangkok, Thailand

Cal Poly Study Abroad Program

## EXPERIENCE

Jul 2014 - Present

**Experts Exchange**, San Luis Obispo, CA

Corporate & Product Marketing Manager

Researching, developing and implementing product marketing strategies, conceptualizing and designing digital campaigns, producing sales collateral, managing communications strategies, creating and managing the corporate brand guide, copywriting, creating messaging guides, managing brand identity

Jul 2014 - Nov 2014

**Vote Dan Rivoire for City Council**, San Luis Obispo, CA

Campaign Director

Developing messaging strategies, cultivating community relationships, designing digital and print collateral, creating and managing communication portals, directing a team of community volunteers, creating a written and visual brand guide, coordinating events, executing bulk mailing, managing donor tracking

Jan 2010 - May 2014

**San Luis Obispo County Bicycle Coalition**, San Luis Obispo, CA

Communications & Operations Director

Creating digital campaigns, crafting design guidelines for all written and visual communications, increasing community engagement, managing membership and volunteer programs, designing digital and print collateral, creating and regularly updating web portals, copywriting, database management, data analysis

Aug 2009 - Jan 2010

**Gaia Graphics & Associates**, San Luis Obispo, CA

Graphic Designer

Creating informational materials, presenting design ideas to clients, developing content for educational films, maintaining client relationships, designing print materials for education, copywriting

Jan 2006 - Jun 2009

**Student Community Services**, San Luis Obispo, CA

Graphic Designer

Creating publicity campaigns, developing program messaging, designing collateral, recruiting volunteers, making presentations to Cal Poly staff and faculty, collaborating with team members

## ACHIEVEMENTS

LEED Accredited Professional [Leadership in Energy and Environmental Design]

Cal Poly Dean's List

## COMMUNITY

Vote Dan Rivoire for City Council - Campaign Director

California Bicycle Coalition - Board Member

Foodshare Distribution Program - Volunteer