

# LEAH BACKO

I make meaningful creative content that leaves an impact.

## SKILLS

Graphic Design  
Content Creation  
Social Media Strategy  
Photography  
Video Production  
Website Management  
Media & Public Relations  
Employee Management

## SOFTWARE EXPERTISE

Adobe Creative Suite (*including InDesign, Illustrator, Premier, Photoshop and Lightroom*)  
Wordpress / Squarespace / Wix  
Canva  
Sprout Social / Hootsuite  
MailChimp / GovDelivery / Constant Contact

## ACCOMPLISHMENTS

**Marketing/Communications Working Group Leader**  
*Human Animal Support Services*

**Presenter**  
*2021 Texas Unites*

**Certification in Leadership**  
*From the Association for Animal Welfare Advancement (AAWA)*

## EDUCATION

**University of Michigan**  
*Bachelors of Fine Art, Class of 2014*  
GPA: 3.6

## WORK EXPERIENCE

2019 - PRESENT

### **Dallas Animal Services (DAS)** *Public Information Coordinator*

- Oversaw a marketing team to produce photos, videos, bios, and social content that promoted adoptable pets, communicated key services and needs, and conveyed the overall vision of one of the largest animal shelters in the country
- Created print and web materials including flyers, postcards, vehicle wraps, and apparel while maintaining brand standards
- Designed a new website (*BeDallas90.org*), which now averages over 30,000 new users per month
- Strategized and created social content across Instagram, Facebook, Twitter, TikTok, YouTube, and Nextdoor
- Coordinated media relations, including writing press releases, creating media relationships, and serving as a spokesperson

2016 - 2019

### **Geauga Humane Society's Rescue Village** *Marketing & PR Coordinator*

- Designed printed and web materials including brochures, reports, flyers, vehicle wraps, and more
- Strategized and created content for social media outlets (Facebook, Twitter, and Instagram)
- Produced photo and video content of adoptable animals, major events, and special promotions
- Coordinated with local media to generate meaningful stories and served as spokesperson
- Managed email marketing through Constant Contact
- Maintained the website using first Wix and later Wordpress with a new website launch in 2018
- Oversaw a rebrand and new brand launch

2015 - 2016

### **The Greater Cleveland Food Bank** *Harvest for Hunger Assistant*

- Designed materials including flyers, social graphics, and presentations
- Assisted with the preparation and execution of Market at the Food Bank, a fundraising event which raised over \$260,000

2014 - 2015

### **Kalman & Pabst Photography Group** *Marketing Assistant*

- Designed marketing materials including a detailed style guide, a capabilities brochure, and event postcards
- Produced web content and updates using Wordpress and Squarespace
- Strategized and planned social media posts
- Coordinated events ranging in size from 20 to 300+ people