

# LESLIE VALIANT

## MARKETING. COMMUNICATIONS. PROJECT MANAGEMENT.

I am an experienced marketing professional with a proven history working with teams that elevate brand awareness and increase lead generation.

I am driven, determined, and able to work independently and in collaboration with other professionals.

## CONTACT

PHONE:  
812-259-1264

EMAIL:  
lvaliant09@gmail.com

## SKILLS

Adobe Creative Suite  
Microsoft Office Suite  
Project Management Tools  
Sales CRM Tools  
SEO Management  
Web CMS Tools  
(Cascade, Drupal, WordPress)  
Web Languages (CSS, HTML, PHP)

## EDUCATION

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**Master of Science: Industrial and Organizational Psychology**  
**Purdue University Global**  
March 2020 – October 2022

**Bachelor of Arts: Communication**  
**Purdue University**  
August 1993 – May 1998

**Associate of Science: Computer Graphics Technology**  
**Purdue University**  
August 1995 – May 1998

## WORK EXPERIENCE

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**Purdue University | John Martinson Honors College – West Lafayette, IN**  
**Communications Manager**  
August 2021 – Present

- Create consistent messaging about the work and research from the students and faculty of the John Martinson Honors College.
- Develop and execute promotions targeted at primary audiences of the college that reflect a consistent brand message.
- Lead team of staff, students, and freelance creative specialists.
- Manage internal and external facing communication channels including web, print, and digital mediums.
- Manage creative projects for programmatic units.
- Participate in college-wide strategic communication initiatives.
- Track and forecast unit budget and expenditures.

**Accent Consulting – Lafayette, IN**  
**Marketing Manager**  
July 2020 – July 2021

- Created consistent brand content including copy and design for website, social media, direct mail, and internal marketing communications.
- Created and managed marketing automation workflows through CRM applications, saving the company time and resources.
- Designed and developed company website on WordPress CMS resulting in easier to navigate web presence that better represented the company brand.
- Developed strategies to better engage with the business community including documenting a partnership with local co-working studio.
- Managed, created, and executed inbound and outbound marketing efforts.
- Managed and continuously improved SEO for company website resulting in increased traffic and significant lead generation.
- Managed PPC advertising on social channels.
- Supervised marketing administrative personnel.
- Tracked and measured department metrics and KPIs.

**Big Imprint Websites and Marketing – West Liberty, IA**  
**Marketing Project Manager**  
May 2015 – July 2020

- Collaborated with in-house and contract design and development teams to drive performance and task completion on website and marketing projects.
- Conducted client training and offered support on website content management systems (CMS).
- Conducted market research analysis for agency clients.
- Coordinated agency sponsored community events.
- Established and maintained close relationships with clients on project expectations.
- Managed accounts payable and client invoicing.
- Managed, planned, and launched brand campaigns for agency clients.
- Managed website and marketing project budget, scope, and timelines.
- Monitored project workflow, processes, and deliverables throughout the project lifecycle.
- Supported and assisted with in-house and client design and web development projects.