LESLIE VALIANT

MARKETING AND COMMUNICATIONS

812-259-1264 | lvaliant09@gmail.com

ABOUT ME

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, highly adaptable, and able to work independently and in collaboration with other professionals.

TECHNICAL 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

Master of Science:
Industrial and Organizational Psychology
Purdue University Global
October 2022

Bachelor of Arts:
Communication and Public Relations
Purdue University
May 1998

Associate of Science:
Computer Graphics Technology
Purdue University
May 1998

WORK EXPERIENCE

Assistant Director, Marketing and Communication
Purdue University Office of Future Engineers | May 2023 - Present

- Analyze engagement and conversion rates of department marketing efforts.
- Collaborate with campus partners to ensure consistent messaging that accurately represents Purdue Engineering across all communication channels.
- Develop and implement strategic messaging to promote Purdue Engineering and the engineering career path to prospective students and families, maintaining alignment with university brand standards.
- Lead the front-end development of the Office of Future Engineers website, including the development of a new site set to launch in mid-November 2024.
- Oversee marketing and communications budget to maximize efficiency and impact.
- Manage and produce podcast and live broadcasts promoting Purdue Engineering.
- Present information about Purdue Engineering to audiences ranging from 50 to 500 attendees, effectively engaging families and prospective students.
- Train and supervise student staff on brand consistency, messaging strategies, and design support for marketing initiatives.

Communications Manager
Purdue University John Martinson Honors College | August 2021 - May 2023

- Contributed to college-wide strategic communication initiatives to enhance visibility and engagement including writing feature articles and stories.
- Created and executed promotional campaigns tailored to key audiences, ensuring alignment with the college's brand message.
- Developed and implement consistent messaging that highlighted the work and research of students and faculty within the John Martinson Honors College.
- Lead a collaborative team of staff, students, and freelance creative professionals to achieve project goals.
- Managed creative projects for programmatic units, ensuring timely delivery and adherence to brand standards.
- Managed internal and external communication channels, including web, print, and digital platforms, to maintain a cohesive brand presence.
- Monitored and forecasted budgetary allocations and expenditures for the unit, ensuring financial accountability and effective resource management.

Marketing Manager
Accent Consulting | August 2021 - July 2020

- 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.
- 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 key performance indicators.

LESLIE VALIANT

MARKETING AND
COMMUNICATIONS

812-259-1264 | lvaliant09@gmail.com

ABOUT ME

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.

TECHNICAL 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

Master of Science:
Industrial and Organizational Psychology
Purdue University Global
October 2022

Bachelor of Arts:
Communication and Public Relations
Purdue University
May 1998

Associate of Science:
Computer Graphics Technology
Purdue University
May 1998

ADDITIONAL WORK EXPERIENCE

Marketing Project Manager
Big Imprint Websites and Marketing | 2015 - 2020

- Collaborated with in-house and contract design and development teams to complete projects efficiently, within the timeline and scope of project requirements.
- Conducted client training on Website CMS system.
- Contributed to graphic design and front end website development as needed.
- Coordinated community outreach events.
- Managed accounts payable and client invoicing.
- Established close relationships with clients on project expectations and requirements as project manager for all website design and development projects.
- Managed website and marketing project specifics, directed art and development, and managed project workflow.

Freelance Graphic Designer and Website Developer
Valiant Creative Self-Employment | 2004 - 2014

- Executed full website design, development, and marketing collateral for an array of small businesses.
- Managed marketing projects that included the role of sales, technical support, materials sourcing, graphic design, website design and development, and client training.
- Established close relationships with local IT businesses to coordinate on website development projects for customers.

PROFESSIONAL REFERENCES

Ethan Anderson
Owner, Big Imprint Websites and Marketing

Catherine Patrone
Chief of Staff, Purdue University John Martinson Honors College

Lindsay Elias
Office Manager, Purdue University Office of Future Engineers

Jody Ledgerwood
Director, Competitive Strategy, CableONE