



[oyerles@gmail.com](mailto:oyerles@gmail.com)

Midwest, USA

# LESLEY OYER

DIGITAL CREATOR

Design Specialist with 12+ years experience in the management of the complete design process from conceptualization to delivery. Specializing in print, online, and application design, marketing, video and brand development. Skilled in Adobe Creative Suite, including Photoshop, InDesign, Illustrator, Premiere, and more. 10+ years experience managing social media + marketing campaigns.

## EDUCATION

**BACHELORS DEGREE**  
INTERACTIVE MEDIA //  
WEB + APP DESIGN  
*Bradley University*  
**SUMMA CUM LAUDE**  
**AWARD IN APPLIED EXCELLENCE**  
2013

**ASSOCIATES DEGREE**  
MULTIMEDIA  
*Illinois Central College*  
2009

## SKILLS

### MAC ECO SYSTEM

FIGMA

### ADOBE CREATIVE SUITE

MAILCHIMP

MONDAY

BASECAMP

HTML/CSS

WORDPRESS

BUFFER

HOOTSUITE

**CREATIVE +  
MARKETING  
DIRECTOR**  
2013-PRESENT

*Elevate Church / Morton, IL*

- Design, manage and maintain website
- Design, manage and maintain app
- Lead in the design and supervise all graphic materials for both print and digital in order to ensure quality, accuracy, and brand identity.
- Produce and edit all video campaigns.
- Manage and deliver short term weekly design and marketing deadlines from start to finish.
- Design and deliver weekly email campaign to 2,000+ subscribers. Taking open rates from 1% to 30%.
- Develop and manage all online marketing campaigns. Social media channels include Facebook, Instagram, Twitter, YouTube, Spotify, and TikTok.
- Lead team of 20+ including:
  - o Graphic Designers
  - o Video Directors
  - o Videographers
  - o Photographers
  - o IT Managers
  - o Social Media Content Creators

**MULTIMEDIA  
EDITOR +  
SOCIAL  
MEDIA  
MANAGER**  
2011-2013

*Elevate Church / Morton, IL*

- Designed and developed branding for sermon series' including logo designs, print and digital marketing materials, social media content, and video assets.
- Storyboarded, filmed, and edited video for promotions, testimonials, teasers, highlight reels, and bumpers.
- Ensured 100% consistency in brand messaging by monitoring 4 social media accounts.

**GRAPHIC  
DESIGNER**  
2006-2011

*Sonshine Portrait Design / Germantown Hills, IL*

- Created designs, concepts, and sample layouts, based on knowledge of layout and esthetic design concepts.