



# LEONARD PETERS-SMITH

Creative Consultant

**Leonard Peters-Smith** leads creative projects for major brands and agencies around the globe. His record proves that he develops integrated digital and traditional marketing campaigns for target specific consumer groups within the general market. His strengths include Executive-level Client Relations, and Brand Creation and Revitalization, that bring stakeholder concepts and ideas to life.

**Consistently deliver excellence:** Regularly tapped by clients to lead challenging projects to analyze, assess, and implement resolutions

**Exceptional ability to drive change:** Strategy Architect, Change Agent, with team building ability and business acumen with distinctive understanding of people and systems

**Technically Proficient & Detail-Oriented:** A highly analytical troubleshooter always looking for ways to cut costs without sacrificing quality of work

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## RELEVANT EXPERIENCE

### WELLSTAR HEALTH SYSTEM | CREATIVE CONSULTANT | 2019-PRESENT

- Developed concepts, art directed, wrote and produced two human resources videos

### MOREHOUSE CHOICE ACO | CREATIVE CONSULTANT | 2012-2018

- Responsible for creative and brand development
- Launched Morehouse Choice ACO communication platform in 2016 to connect the individual organizations healthcare facilities and clinics
  - Campaigns consisted of videos and digital collateral content, design to support healthcare providers
- 2017 recruitment campaign Morehouse Choice ACO grew from five members to twelve

### CREDIT UNION OF ATLANTA | CREATIVE CONSULTANT | 2008-2018

- Guided organization through rebrand, leading it to experience consistent growth
  - Rebrand included name change, and development of new logo, marketing campaigns, financial brochures and marketing collateral

## SKILLS

- Advertising
- Broadcasting
- Concept Development
- Digital and Online Marketing
- Campaign Development
- Graphic Design and Art Direction
- Brand Development
- Project Management
- Client Services
- Project Budget Development and Management
- Traditional and Non-Traditional Marketing

## PAST CLIENTS



### OTHER PAST CLIENTS INCLUDE

- Schieffelin & Somerset Co.
- U.S. Census Bureau 2000
- General Foods
- Johnnie Walker Black Label
- AmeriGroup
- Georgia Food Bank Association
- Credit Union of Atlanta