



✉ leioe@me.com

📞 (510) 725-1341

📍 Berkeley, CA 94703

📁 EXPERIENCE

May 2015 – present

CBRE

San Francisco, CA, USA

Graphic Designer & Marketing Specialist

- Creation of presentations and other material for commercial real estate pitches, RFPs, etc.
- Property marketing campaigns and collateral.
- Assist with business development and marketing support for brokerage services.
- Development and creative implementation of company branding standards.
- Pursuit Strategy, research and implementation.

Feb 2013 – Apr 2015

EuroEyes ApS

Denmark/Germany

Marketing Assistant & Graphic Designer

- Communication strategy, design-planning and execution.
- Developing and executing branding strategies and communication plans.
- Managed website content, social media, and assisted in PR, targeting, positioning, etc.

May 2012 – Feb 2013

San Diego REPeritory Theatre

San Diego, CA, USA

Graphic Designer

- Designed all institutional and marketing material, incl. branding pieces, annual letters, programs, posters, etc. – from brief to delivery.
- Conceptualized play visuals for the season.

Jan 2010 – Dec 2010

EuroEyes ApS

Aarhus, Denmark

Communications Coordinator and Marketing Assistant

- Directly reporting to the general manager of Denmark and the international CEO.
- Administered internal communication – incl. communications between Denmark & Germany.
- Supervised development of marketing materials.

Aug 2008 – Feb 2009

Designit

Copenhagen, Denmark

PR & Marketing and Brand & Communications Intern

- Planned and managed national communication campaign (choosedifferent.com).
- Briefed graphic designers and copywriters.

📚 EDUCATION

2010 – 2011 | Platt College (San Diego)

San Diego, CA, USA

Associate of Applied Science in Graphic Design

Graduated with honors and GPA 4.0.

2007 – 2009 | University of Southern Denmark

Odense, Denmark

MA in International Business Communications

Thesis title:

Optimal Application of Cause Related Marketing.

2004 – 2007 | University of Southern Denmark

Odense, Denmark

BA in International Business Communications (English and German)

🔧 SKILLS

Software

- Photoshop
- InDesign
- Illustrator
- DreamWeaver
- Adobe Acrobat
- QuarkXpress
- Windows Office
- XHTML and CSS
- Drupal
- WordPress

Personal skills

- Photography
- Coordinates tasks
- Meets deadlines
- Sets goals
- Teamplayer

Languages

- English (fluent)
- German (fluent)
- Danish (native)