



Lee Zampella

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CAREER PROFILE

As a seasoned graphic designer with a background in publications, marketing, advertising, production management, and communications (education, advertising agencies, non-profit association, and retail), I have a solid foundation of design, typography, color theory, branding, and printing processes with advanced skills using Adobe InDesign, Illustrator, and Photoshop. I am creative and detail-oriented, meet my deadlines, enjoy collaboration with colleagues, and value learning new skills.

DESIGN PORTFOLIO

www.LeeZampellaDesign.com

SKILLS

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Bridge, Lightroom, Acrobat, Premiere Pro)
Microsoft Office (Word, PowerPoint, Outlook, Publisher, Excel) • Google Docs and Google Slides
Veracross School Information System • Finalsite CMS
Design and layout • Photo retouching • Project management • Photography • Illustration • Framing

PROFESSIONAL EXPERIENCE

Classroom Proctor and Substitute Teacher – January 2021 - present

Norwood School Bethesda, MD

- Assist in classrooms to facilitate remote teaching and learning

Yearbook Teacher – April 2015 - present

Holton-Arms School Bethesda, MD

- Teach student staff principles of design and layout, color theory, typography, and InDesign
- Manage yearbook staff, schedule, and budget
- Proof, edit, and prepare all files for final publication

Design and Production Manager – April 2006 - December 2020

Holton-Arms School Bethesda, MD

Graphic Design

- In-house graphic designer and consultant for outside design contracts
- **Print** – Design and produce event programs, posters, advertisements, fliers, postcards/direct mail, brochures, signs, invitations, forms, specialty items (T-shirts, school store merchandise), and logos
- **Web** – Design and consult on website, design banners for electronic communications
- **Social Media** – Design and produce graphics for use on school's social media accounts

Production Management

- Maintain production schedule, negotiate competitive bids from vendors, prepare files for vendors

Photography

- In-house photographer
- Coordinate freelance photographers for athletic and performing arts events, gala, and graduation
- Coordinate School Portraits with outside photo vendor
- Manage and maintain photo sharing websites (Vidigami and SmugMug) for school community access
- Maintain photo storage and provide photography for various constituents
- Retouch and enhance digital photography

Communications

- **Electronic newsletters** – Coordinate with constituents and gather content for newsletters.
- **Electronic Invitations** – Design and send various invitations to constituents
- Maintain **branding** in all school materials
- Collaborate with the Communications team on marketing plans, social media campaigns, and strategies
- Create PowerPoint and Google Doc presentations
- Update school website
- Write articles for web stories and social media

Freelance Graphic Artist – September 2005 - April 2006

Hammer Communications Washington, DC
Enten & Associates Bethesda, MD

- Design, layout, and pre-press production of advertisements and collateral materials

Assistant Production Manager & Traffic Coordinator – May 1999 - March 2001

The Bomstein Agency Washington, DC

- Print buying - communications liaison between agency and vendors, proofed digital files, prepared purchase orders with production specifications
- Job trafficking - maintained schedule and organized project flow between account executives and art departments, input data on Advantage database.

Designer/Assistant Art Department Manager - March 1994 - April 1999

The Bomstein Agency Washington, DC

- Layout and design of collateral and advertising, including print ads for newspapers and magazines, brochures, fliers, direct mail, logos, posters, bus ads, billboards, signs and web pages.
- Management of art department and production artists, back-up and archiving of digital files
- Assisting art directors with photography shoots.

Desktop Production Assistant – September 1991 – March 1994

International City/County Management Association Washington, DC

- Layout, design, paste-up of publication and promotional materials, including books, periodicals, newsletters, brochures, and fliers

Freelance Paste-up Artist – November 1990 – April 1991

Sales-Up Inc. Fairfax, VA

- Design, layout, type specification, paste-up, color stripping for tabloid insert advertisements

Advertising Manager – June 1990 – November 1990

The Complement/Après Peau Lingerie Alexandria, VA

- Coordinated and produced retail advertisements for The Washington Post and local newspapers
- Supervised and trained production artist

Production Artist – November 1989 – June 1990

The Complement/Après Peau Lingerie Alexandria, VA

- Designed and produced retail advertisements and illustrated products

Intern – Summer 1985

National Geographic Society Washington, DC

- Assisted in the editorial and art departments of World Magazine for children (proofread books, organized contest mail, and researched for future articles)

RELATED VOLUNTEER EXPERIENCE

Washington Episcopal School Bethesda, MD

Parents Association Communications Coordinator – 2005-2006 school year

- Liaison between committee heads and school development office, designed promotional materials for various events

Auction Co-Chair – June 2004 - March 2005

- Chaired with associate 80+ volunteer auction committee
- Planned silent and live auction with dinner party, devised a budget, coordinated volunteers, designed logo, stationary, newsletter, outdoor banner, invitations, catalog cover and layout

Invitations Committee Chair - June 2003 - February 2004

- Designed logo, stationary, outdoor banner, invitations, catalog cover and layout

Garrett Park Nursery School Garrett Park, MD

- Designed logo, posters, labels, and invitations

EDUCATION

Bachelor of Arts in Design – Visual Arts

Clemson University, Clemson, South Carolina