



EXPERIENCE

LEAH BARNA

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Introduction

Ambitious, detail-driven, and learning-obsessed creative with nearly 10 years of experience in multimedia production. Seasoned in shooting, editing, and designing for television, online, and print; capable of balancing multiple projects in each of these media.

NYS Department of Labor | Albany, NY

May 2021–Present

- Conceptualizes and produces creative content to promote the growth of businesses and careers for digital, social, and broadcast media
- Event videography and photography for digital distribution and documentation
- Shoots and edits produced videography and photography for internal and external state agencies

Freelance Designer, Videographer, + Photographer | Remote

January 2015–Present

- Conceptualizes and designs for digital campaigns including animated display advertising, static and animated social advertising, email marketing, and landing pages
- Shoots, directs, and edits stylized and modeled videography and photography
- Designs and builds dynamic websites on Squarespace and Wix
- Works independently with clients as well as subcontracted by agency team members to deliver successful creative on time and within budget

Brawn Media | Albany, NY

June 2018–September 2020

- Designed for digital platforms including websites, animated display advertising, social media, presentations, outdoor digital signage, and email marketing campaigns
- Designed for print and prepared pre-press files for brochures, direct mailers, posters, business cards, outdoor signage, and billboards
- Shot, directed, and edited professional headshots, product, and modeled brand photography and videography
- Edited video and animated graphics for television spots, arenas, and social media
- Maintained and adhered to brand guidelines for client and internal projects
- Met strict and sudden deadlines while managing multiple client projects

EMPAC at Rensselaer Polytechnic Institute | Troy, NY

May 2017–August 2017

- Photographed visiting artists for digital and print media
- Designed event posters and materials for city-wide distribution and large-scale display
- Designed cover and interior layouts for the Fall 2017 brochure
- Collaborated with department curators and presented creative direction to all team members

Inspired Global Marketing | Troy, NY

May 2016–June 2017

- Designed for digital marketing strategies such as e-book layout and illustration, social media, websites, and blogs
- Produced lead-nurturing and cost-effective digital content
- Earned inbound marketing certification to develop and strengthen marketing strategies and skills

EDUCATION

Sage College of Albany | Albany, NY

BFA in Graphic + Media Design, 2018

Dean's List for all four semesters.

Hudson Valley Community College | Troy, NY

AS in Digital Media, 2016

President's List for all four semesters.