

# LEIGH STIMOLO

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## PROFESSIONAL SUMMARY

Senior level digital producer, storyteller, and creative strategist with expertise in AV, print, digital and social media, interactivity, web development, branding, marketing and design. Highly skilled in leadership, management, strategic thinking, creative direction and the artistry of digital media production. Charismatic and innovative solutionist.

## EXPERIENCE

*Leigh Stimolo Productions, Revere, MA*

**Founder, Creative Director, Copywriter, Consultant** advertising, marketing, design **1995-present**

- American Grow Room, Boston Brewers Festival, Digitas

*Harvard University, Cambridge, MA*

**Media Producer/Project Manager, Senior Web Developer** **2006-2020**

- Elevated creative output of internal and external sources to ensure high level of creativity, innovation and brand association for unified and integrative vision of Science Education
- Ideated, managed, and achieved innovative long-led divisional branding and marketing campaigns within:
  - Department of Molecular and Cellular Biology
  - 10 departmental teams for Life Sciences Division
  - 18 departmental teams for Undergraduate Science Education
  - 31 departments and units Division of Science
- Conceptualized creative, produced, directed and delivered video and media-rich social marketing and immersion strategies for the following projects:
  - *Life Sciences 1A: Bluesky Project* student videos @Facebook, HarvardBluesky
  - Student advisory group videos #iamlifesciences
  - Science course trailers, research and faculty highlight videos
- Produced, edited, and audio engineered the following:
  - *Life Sciences Outreach Program lecture series* with worldwide audience and over 13,000 views for top rated feature on our YouTube channel
  - *LS1A* in class course breakout movie trailer video parodies
- Created digital and print curriculum and promo materials, packaging, event photo coverage, external facing advertising campaigns, and student and conference merchandising
- Coached, led and mentored undergrad and graduate students, staff and faculty and established best practices for high quality media production for university on-location and studio shoots

**Co-Chair, Harvard-Wide Peer Working Group** for ABCD Video Multimedia Group, VMG **2005-2020**

- Collaborated with and led VMG co-chairs on our prospective monthly topics, potential host speakers, annual budget and member-centric educational needs
- Hosted speakers and presented at monthly meetings on the latest multimedia products, audio visual production techniques and trends, automation options and internal media solutions
- Crafted strategic, value-added vendor relationships and partnerships

- Engaged and maintained 1,000+ Harvard media professional membership and follower base

**Digital Accessibility Liaison**

**2019-2020**

- Appointed by Administrative Dean of Science to coordinate local Digital Accessibility efforts (WCAG 2.0, grade AA), facilitated training and monitored progress
- Produced and presented best standards and practices for web site development, design and accompanying video captioning and audio descriptions

**OTHER RELEVANT EXPERIENCE**

*SLP Productions, NYC*

**Producer, Production Manager, Videographer, Editor** full-service advertising, marketing, product design

- ABC Entertainment, MCI, Playtex, Banana Boat, USA Network, Seagram’s Beverages, Foxwoods

**TOOLS & SKILLS**

Final Cut X	Adobe Creative Suite	HTML/CSS	Facebook pages
Motion	Illustrator	OpenScholar (CMS)	YouTube channel
Adobe Premiere	Photoshop	Google Analytics	Wordpress
After Effects	InDesign	Qualtrics	Instagram
Pro Tools	Dreamweaver	SurveyMonkey	SoundCloud
Garageband	JavaScript	Mailchimp	Twitter

**SELECTED WORKS**

**Undergraduate Science Education** at Harvard University  
website design & development, digital media/content creation, analytics, SEO

**Harvard Bluesky Project** Life Sciences 1a  
video production, editing, motion graphics, digital media/content creation

**American Grow Room** branding and marketing strategy, content creation, affiliate marketing

**Leigh and Haley Stay in Boston** thought leader, branding, digital media and content creation

**EDUCATION**

**B.S. in Communications** Television, Radio, Film Production  
S.I. Newhouse School of Communications, Syracuse University  
Syracuse University Center London, England, Cum Laude, Golden Key Honor Society

Certification for **Leadership Strategies, Strengths-Based Leadership Program**, Harvard University  
Graduate Credit, **Advanced Screenplay Writing (two courses)**, Harvard Extension School  
Graduate Credit, Intro to **Computer Science Using Java**, Part I, Harvard Extension School  
Graduate Credit, **Music Theory and Composition**, Harvard Extension School  
Graduate Credit, **Financial Accounting Principles**, Harvard Extension School