



# LEON A WHITE JR



## DIGITAL MARKETER

From creating impactful marketing strategies and websites for businesses to scaling my clothing brand to 10,000+ Instagram followers, I specialize in creating user-focused experiences that drive engagement and brand loyalty on multiple levels. Passionate about blending creativity with strategy, I'm excited to bring my expertise to a forward-thinking company to help brand growth.

### Experience

#### Marketing Manager BY L.A.W

2018– 2024

- Founded and scaled a thriving clothing brand called BY L.A.W, achieving six-figure sales and overseeing all aspects of operations, marketing, and design.
- Created 50+ high-impact social media posts, reaching over 849,715 people with 1,447,500 impressions and growing the brand's following to 10K+ engaged users.

#### Digital Marketing Specialist BMG Digital Agency

2023 – 2024

- Designed and developed websites for 30+ clients, leading a team of three to deliver user-focused, high-performing websites.
- Developing customized marketing plans for retail, restaurant and wellness brands to help grow their online presence and social media engagement,
- Utilized Figma, Photoshop, Canva and Procreate for design prototyping and Slack for seamless projects, ensuring efficient collaborations and timely delivery of projects.

### Education

#### Bachelor of Arts in Digital media & Communication

Hilbert College  
2014–2018

GPA: 3:03

### Skill

E-commerce 🔍

Creative Strategy 🔍

Product Design 🔍

Social Media Management 🔍

Web Design 🔍

Paid Media 🔍

Branding 🔍