

Leigh Sanford

Highly accomplished graphic design and marketing executive with expertise in conceptualizing and executing brand specific websites, online promotion, media presentations and logo development

EXPERIENCE

Marketing and Graphic Design Consultant

Present

Freelance projects include all aspects of web design and development, as well as print projects that entail creation of press kits, business cards, business brochures and logo designs.

Clients have included rock bands Duran Duran, Remy Zero, Spartan Fidelity, Silver, author Katy Krassner, artist Cinjun Tate, Excavation Records, Vessels of Peace, TurnKey, The Center For Yoga, singer Nathan Veshecco

Excavation Records - Nashville, TN / Kennesaw, GA

September 2003 to January 2009

Co-founder and Publicity Director

As co-founder of eclectic independent label Excavation Records, responsibilities included:

- Creating, designing and maintaining the label's website utilizing Dreamweaver, HTML, CSS
- Developing brand images that encompassed all aspects of label presentation, including company logo
- Overseeing all media and press relations for both artists and label
- Creating, developing and designing album art and artist merchandise
- Coordinating the mastering, manufacturing and distribution of label's recorded product

HIGHLIGHTS: Licensing "Live & Let Die" from Sir Paul McCartney for a television theme. Licensing Excavation artists' repertoire to television shows and films such as "Normal Adolescent Behavior" and "Scrubs"

RA&MCO Insurance Services - Concord, CA

October 2002 to October 2005

Marketing Director

Stepping in to a managerial role at this nationally regarded Insurance firm, responsibilities increased and included:

- Developing corporate marketing ideas, as well as all proposal design and presentations
- Creating, designing and maintaining RA&MCO's corporate website
- Designing and coordinating all corporate advertising, including media kits for brokers and brokerages
- Establishing and retaining strong working relationships with publications, professional organizations, media and internal audiences
- Planning and executing creative and team building events for the company

HIGHLIGHTS: Utilizing my photography and design skills, designed an entire advertising campaign for RA&MCO from scratch, resulting in an ad that ran in a National magazine. This allowed the company to save money on hiring an outside agency, as well as an increase to the ad budget. Additionally, spearheaded a full re-design of the logo the company had used for years, along with updating RA&MCO's website, designing new promotional items, letterhead, and banners and booth designs for display at conventions.

Leigh Sanford

Waldner's Business Environments - New York, NY

February 1999 to September 2002

Marketing Coordinator

Marketing coordinator for leading New York based office design firm with high-level clientele. Responsibilities included:

- Designing and coordinating all corporate advertising
- Developing all presentation and proposal design
- Creating the design of RFP's for all major bids
- Planning and coordinating marketing and sales meetings
- Designing and distributing all corporate media kits to prospective clients
- Establishing and maintaining working relationships with vendors, professional organizations, media and internal audiences
- Developing corporate marketing ideas and helping to maintain new business growth

HIGHLIGHTS: Designed main presentations that led to winning bids for high-level campaigns for clients such as MTV, Sony, L'Oreal and Canter Fitzgerald. Created, laid out and designed brochures from inception to finished product, as well as designed all marketing materials related to new client acquisition.

First Union Securities - New York, NY

July 1997 to February 1999

Research Assistant

Assistant to three senior Equity Analysts in Wireless, Media and Specialty Finance divisions. Responsibilities included:

- Direct Assistant to Meredith Whitney, named one of Fortune 500's "50 Most Powerful Women in Business"
- Provided initial set up and support for the New York City office branch
- Maintained calendars, invoices, databases and expense reports for Senior Analysts
- Provided assistance with writing and editing research reports, arranging travel and client interaction

HIGHLIGHTS: By working directly with Ms. Whitney, I had a tremendous amount of high-level exposure which resulted in being tasked to help do research for major IPO's in Wireless and New Media. I was also chosen to open the inaugural office of First Union in New York City.

EDUCATION

Virginia Commonwealth University

Richmond, Virginia

Bachelor of Fine Arts: Fashion Art & Advertising

1990-1994

Kent State University

Kent, Ohio

Advertising

1989-1990

SKILLS + PROFICIENCIES

Adobe Acrobat Professional, Dreamweaver, Fireworks, Flash, Illustrator, InDesign, LightRoom, Photoshop, PageMaker; Corel Paint Shop Pro; Microsoft Word, Access, Excel, Outlook, FrontPage, Powerpoint, Publisher; Quark; Constant Contact; Photography

Grant H. Weaver, Jr.

Subject: Ms. Leigh Sanford Eidson

To Whom It May Concern:

Ms. Leigh Sanford Eidson was employed by InsPro Corporation, our holding company, but more particularly our Underwriting subsidiary, RA&MCO Insurance Services, from October, 2002, until October, 2005, as a Marketing Director. Her role was to aid in developing corporate marketing concepts, to develop and design all presentations, forms and letterhead, to maintain our corporate website, to design and coordinate all corporate advertising through various media, to maintain relationships with publications, professional organizations, media sources and internal audiences. She was also responsible for planning and coordinating marketing and sales events as well as designing and distributing all corporate media kits to our representing brokers and brokerage firms.

By way of background, InsPro Corporation was a leading insurance services provider, specializing in coverages for a wide array of design professional and construction firms as well as large construction projects all over the world. It is now a member company of the HCC Group of Companies.

As Chief Executive Officer, during Leigh's employment I had the distinct pleasure of working directly with her in many instances, not only in the office but also at trade shows and conventions. I was pleased with her creativity and the wonderful working rapport that she developed with virtually all of our contacts, whether customer directed or one of our many support service providers. We would frequently brainstorm aesthetic and textual concepts and she ultimately produced very effective and professional materials for us.

In sum, based upon my own personal and direct experience, I would highly recommend Leigh for any employment in her field. I would be pleased to answer any questions or to discuss her capabilities.

Cordial regards,



Grant H. Weaver, Jr.
Chief Executive Officer (Retired)
InsPro Corporation
(707)538-5588
gweaver@oakholm.com



Duran Duran
P.O Box 1340
New York, NY 10028

To Whom it May Concern:

I have known Leigh Sanford in a work capacity for close to twelve years. I can unequivocally say she is one of the most diligent, creative, thoughtful and clear-headed people I've ever had the pleasure of doing business with. So much so, that she has become a trusted friend.

I have worked for the band Duran Duran for 16 years. In that time, Leigh and I have collaborated several times on media and marketing materials for various fan conventions the band had participated in over the years. The work Leigh turned in was always imaginative, original and innovative. Whenever we had a project to work on, she gave it her all, whether it is designing a postcard or a series of posters. She is nothing less than magical.

With the most sincere heart, I give Leigh my highest recommendation. You'd be very lucky to have her as part of your team.

Please feel free to contact me should you have any other questions.

Kind regards,

Katy Krassner
Duran Duran

To whom it may concern:

My name is August Cinjun Tate and I am writing on behalf of Leigh Sanford. In all my years as a musician, in the many musical incarnations I have taken, Leigh has always played an integral part.

I was first introduced to Leigh when I was with the band Remy Zero, and since the band's demise, Leigh has maintained a web presence and in that, threaded an artistic aesthetic throughout for my band Spartan Fidelity and various other projects. It is fair to say that Leigh Sanford has been an essential asset to every graphic, web and print area of my career in the music industry for the past 10 years.

Beyond her technical abilities as a graphic artist she possess the intuition and creative adaptability to consistently produce ideas and approaches that meet my artistic vision often in ways that are a complete please surprise to me. She has always maintained a professional attitude, not to exclude timely execution, attention to detail and always stays current on media trends to promote and expose. The love of her art is evident not only in its quality but also in her endless enthusiasm and drive. Leigh is creative, clever and she has always completed above and beyond the parameters of any assigned task. Her process seems to ever evolve to new challenges, which she accepts with ease.

For Spartan Fidelity's cd, Excava-11, it was solely Leigh who interpreted the music thru print, web, and graphics. Visually, that album was a one-woman show. She listened intently to the music, our ideas and crafted an entire perfect package with textures, colors and composition that was the essence of Spartan Fidelity's Excava-11.

I strongly feel that Leigh Sanford would be a tremendous asset to your company and she has my highest recommendation. To this day she remains, at the very least, an advisor to any graphic interpretation of my music. I am happy to provide further information if required.

Yours faithfully,

A handwritten signature in black ink, appearing to read "August Tate". The signature is fluid and cursive, with the first name "August" written in a larger, more prominent script than the last name "Tate".

August Cinjun Tate
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