

**Ciara 'Sunnie' Leslie**

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## EXPERIENCE

### **Freelance Creative Marketer & Designer • Sunnie Leslie • Ireland • April 2024 – Present**

- Develop and deliver marketing-focused multimedia content including motion graphics, videos, social media assets, and digital visuals to support brand storytelling and campaigns.
- Manage end-to-end production of marketing projects, including scoping, scheduling, budgeting, stakeholder communication, and progress tracking.
- Collaborate with clients to translate business goals into clear, engaging content aligned with brand guidelines and target audiences.
- Support campaign execution across digital and social platforms through performance-aware creative development.

### **Motion Designer • Liftoff Mobile • London • October 2022 – March 2024**

- Created performance-driven marketing assets including video ads, social media content, and UGC creatives for global B2B and B2C clients.
- Analysed campaign performance data to inform creative decisions and continuously optimise content effectiveness across platforms.
- Collaborated with clients such as King and internal account teams to align creative output with campaign objectives and brand messaging.
- Managed multiple concurrent projects in a fast-paced environment, delivering high-quality assets under tight deadlines.
- Supported integrated digital campaigns through data-led creative strategy and execution.

### **Motion Designer • Mack Lawrence Studio • USA • October 2021 – October 2022**

- Produced animated marketing content including advertisements, social media assets, and branded videos for a variety of clients.
- Worked closely with creative directors and stakeholders to develop storyboards and final assets aligned with campaign goals.
- Contributed to content ideation, visual storytelling, and brand-consistent execution across digital channels.

### **Freelance Motion Designer & Animator • Kat Studio • Ireland • January 2020 – October 2021**

- Delivered creative and marketing content for clients across digital platforms, including video, animation, and social assets.
- Built strong foundations in creative execution, brand awareness, and content production.

## EDUCATION

### **Technological University of The Shannon Midlands • GPA 3.89 • 2017 – 2021 • Ireland**

Bachelor's of Science Honours degree in Digital Animation Production.

**SKILLS** Adobe Creative Cloud Suite, Canva, Figma, Blender and Notion.