



LEON WHITE JR

DIGITAL MARKETING SPECIALIST

With seven years of experience in marketing and sales, I help online businesses grow through creative problem-solving in e-commerce, social media, product design, and web development. Combining my digital marketing expertise with an entrepreneurial mindset, I craft innovative strategies that drive growth, exceed expectations, and ensure long-term customer success..



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Lyndhurst, New Jersey



www.leonwhitedigital.com

SKILLS

- Creative Strategy
- Web Design
- Social Media
- Problem-Solving
- Paid Media
- E-commerce
- Graphic Design
- Communication
- Social Media

EDUCATION

SECONDARY SCHOOL

Dwight Morrow High School

2010 - 2014

BACHELOR OF BUSINESS ADMINISTRATION

Hilbert College

2014 - 2016

Bergen Community College

2016 - 2018

LANGUAGE

English

EXPERIENCE

CREATIVE DIRECTOR

BY L.A.W

2020 - Present

- Founded and scaled a premium clothing brand, achieving six-figure sales and overseeing all aspects of marketing, creative direction, and design.
- Reached over 849,715 people with 1,447,500 impressions through organic and paid media to grow the brand's following to 10K+ engaged users.
- Created and executed high-performing content, while analyzing audience insights to drive brand storytelling and improve CTR across digital platforms.
- Managed multi-channel campaigns (Meta, email, SMS, influencer partnerships) that resulted in a 26% increase in conversions and brand awareness.

DIGITAL MARKETING SPECIALIST/ WEB DESIGNER

Beyond Media Global (BMG)

2023-2024

- Designed and developed websites for 30+ clients, leading a team of three to deliver user-focused, high-performing websites.
- Analyzed behavioral data to inform campaign strategies, uncovering new revenue opportunities and driving measurable results.
- Secured a \$1.2M state contract by delivering strategic insights to leadership on e-commerce and web development initiatives.