

# NEHAL HARLEY

## CONTACT

nehbelt@gmail.com

917.494.1407

linkedin.com/in/nehaharley

nehaharley.com

## EXPERTISE

Account Management  
Identity & Brand Development  
Corporate Identity Systems  
Creative & Design Strategy  
Brand Positioning & Messaging  
Product & Brand Launch  
Production | Print, Broadcast, Digital  
Comms Planning | Product & Brand  
Media Planning | Paid, Owned, Earned  
Experiential & Event Management  
Team Management & Mentorship  
Google Suite, Keynote, Mintel, Office365

## BRANDS

Pep Boys, Twinings Tea, CubeSmart, Huntington Learning Center, SlimFast, TradeStation, Bitty Chip Cookies, Persifor, National Jewish Health, Sallie Mae, Starr Companies, CreditCards.com, First Key Homes, Time Warner Cable (Spectrum), Syracuse University, New York Times, Prudential, Hatteras Funds, Bristol-Myers Squibb, Novo Nordisk, BOTOX/Allergan, JS Brand Consulting, various financial services firms (money management, mutual funds, institutional investing)

## AWARDS

**American Business Award** Sallie Mae

**Beauty of Engraving** Hatteras Funds

**GDUSA** Syracuse University, Hatteras Funds, Athena Art Finance

**Gramercy Financial Content**

**Marketing Award** TradeStation

**Graphis Logo Design Honorable Mention**

TradeStation

**Hermes Creativity Award** Sallie Mae

**REGGIE Award** Sallie Mae

## EDUCATION

**Colgate University** | Bachelor of Arts  
Sociology and Education | May 2002

Creative business leader with over a decade of experience cultivating strong brand identities and campaigns that build consumer awareness and loyalty, and broaden market share. Committed to building cross-discipline relationships and strategic creative concepts through clear objectives, respectful collaboration and thoughtful leadership. Dedicated to representing and achieving business and creative goals of both clients and teams.

## EXPERIENCE

**Filora, LLC | Charleston, SC** | Owner, November 2013–Present

Sole proprietor of strategic brand consultancy specializing in the research, development, launch and relaunch of small business identities

Focus on brands and collateral materials for retail, asset management, private finance, consumer goods, creative and human resources sectors

**Levelwing Media | Charleston, SC** | Account Director, July 2020–July 2021

Main client liaison providing growth solutions to aid conversions. Accountable for client management and execution, ensuring work delivered laddered up to the business strategy and exceeded goals

Delivered and implemented strategic marketing plans for digital media, creative and analytics solutions using independent insights and historical market and organizational results

**DiMassimo Goldstein | New York, NY** | Brand Director, Identity, October 2015–March 2020

Led and promoted specialized design and identity practice within the agency, including business development and scope creation, and account and project management **digodesign.com**

Orchestrated national integrated brand and product launches and campaigns including vendor management, budget development and tracking, project planning, pre- and post-production, distribution, trafficking and reporting

Built strategic framework for identity development, including consumer research, brand audits, strategy, client presentations and implementation

**Key results include:**

- Sallie Mae *Bridging the Dream* Scholarship launch (employee brand pride +31%, aided awareness +62%, applications +21%)
- TradeStation identity relaunch & *Fresh Look* activation (annual leads +75%, cost per lead -24%)
- SlimFast Keto launch (30% of annual growth revenue within launch quarter)

Partnered with Creative Director | Design to evaluate, assess and define agency design strategies, process, pricing, standards and practices

Developed integrated creative campaigns with a single unique brand proposition with a channel agnostic approach

**Leibowitz Branding & Design | New York, NY**

Strategy & Account Director, July 2006–October 2015

Led client and strategy services for dozens of design and identity clients across industries

Focused on research, positioning and identity and managed client-facing creative strategy in all channels

Oversaw multi-faceted print and digital executions in print and digital by collaborating across account, design and web development teams

Promoted throughout tenure; previous titles include Senior Account Executive, Account Supervisor & Account Director

**Ogilvy PR | New York, NY** | October 2005–July 2006

**Biosector 2/Chandler Chicco Agency | New York, NY** | April 2003 - October 2005