

Dana Leavy-Detrick

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Dana Leavy-Detrick is a creative innovator, branding strategist, and design expert with more than 18 years of expertise creating impactful visual brand solutions for high-profile clients across numerous industry verticals.

She pairs a broad range of creative leadership experience in brand strategy and development, graphic design, and B2B/B2C marketing, with a deep understanding of the psychology behind design to create effective campaigns and corporate narratives.

In 2014, she joined Aspyre Solutions – a leading producer of executive leadership conferences and professional development programs for high-caliber executives – as an art director and marketing lead. She mentored and led a team of 15 designers in producing integrated marketing campaigns and set designs for more than 200 events across North America. While there, she launched a companywide Innovation Group that provided a structured platform for creative idea sharing, and established a more direct link between leadership and staff. Inspired by the success of the Shark Tank model, the group gave employees a voice through which to elevate their unique ideas to the executive team, and ultimately drive improvements to the brand’s product and service offerings.

Prior to joining Evanta, Dana was a senior graphic designer with Berkshire Hathaway HomeServices working in tandem with the CEO and head of marketing and technology to guide the creative strategy and design of client-facing B2B communications. She played an integral role in the award-winning redesign of the Berkshire Hathaway brand identity, recognized by the 2014 Harris Poll as the ‘Real Estate Agency Brand of the Year’.

Her earlier career included roles as creative director for Digital People Marketing agency, and internal Manager of Marketing and Creative Services for a wholesaler of consumer and luxury electrical products, designing and producing targeted advertising campaigns for leading global brands including Samsung, LG, General Electric, Sony, and Sub-Zero. At 3-Keys, she led design development for integrated marketing materials, website presence, and packaging for Aria Aromatics ‘I am’ fragrance, which earned mention in People Magazine’s Celebrity Style News section, and received a highly sought-after nomination for inclusion within Oprah’s ‘Favorite Things’ list.

Dana studied graphic design and multimedia at the Rhode Island School of Design, and received advanced training in web development from Michigan State University. She is currently pursuing a certificate program in innovation and entrepreneurship from Boston University (expected 2017).

Currently based in Brooklyn, NY, Dana seeks to share her expertise and utilize her design talents to drive team collaboration, enhance client relationships, and deliver high impact creative solutions for top agencies and innovative brands.