

# LEILA SALIM

(505) 750-7685  
715 Fruit Ave NW

leila.salim@gmail.com  
Albuquerque, NM 87102

**GOAL** *Contribute to more resilient communities through design, education, advocacy, & organizing.*

## work

### Design & Communications

Design, write, and edit mass communications including newsletters, press releases, print & web media, and social media campaigns. Design & update websites, design & illustrate graphics, manage mailing/member lists, plan & market events, facilitate teams & meetings. Develop marketing strategies & communications plans. Clients include CivNet, Young Women United, Desert Oasis Teaching Garden, Transition ABQ, City of ABQ Corridors Initiative. Freelance 2016 – now

**ABQ Old School** Co-founder & Director of academy of frugal, traditional, & sustainable living skills. Development, coordination, web design & updates, branding & graphic design, marketing, print design & social media, managing teachers & curriculum, bookkeeping, customer service. One-woman business. 2011 – 2016

**DowntownABQ MainStreet Initiative** Programs Manager. Communications, design & editing, placemaking, organizing, and event planning. Produced the popular Downtown Weekly newsletter, write & design & layout reports & proposals. 2015

**Lee Gamelsky Architects / Towering House Construction** Intern in Architecture. Design & drafting, proposals, graphic design, layouts, photography, print production. 2008 – 2012

## skills

**DESIGN** Graphic design, Web design, Print design, Adobe Illustrator/InDesign/Photoshop, Sketchup, CAD, MS Word/Excel/PPT/Publisher, Typography, Infographics

**WEB** HTML, CSS, WordPress, MailChimp, Constant Contact, Google Docs/Earth/Maps/Hangouts/YouTube/Analytics, Facebook Pages/Ads, Twitter, Instagram, Snapchat, Pinterest, Tumblr, Flickr, Hootsuite, Dropbox, PayPal, Square, Venmo

**HANDS** Print design: Posters, Fliers, Brochures, Banners, Photography, 3d printing, Printmaking, Watercolor, Drawing

**LIFE** Communicator, Organizer, Design & systems thinker, Strategizer, Event planner, Interest stimulator, Copy writer, Editor, Troubleshooter, Creative problem-solver

## references

Maggie Seeley  
Tiana Baca  
Charles Wisoff

Transition ABQ & UNM Sustainability Studies  
Desert Oasis Teaching Gardens at Albuquerque Academy  
CivNet - Civic Engagement App Startup

maggiessseeley44@gmail.com  
bacat@aa.edu  
cwisoff@gmail.com

## ed

**University of Pennsylvania**, 2007  
Architecture, Environmental Studies  
Minor: Arabic and Islamic Studies

**Leadership in Energy and Environmental Design (LEED) BD+C Professional Accreditation**, 2009

## community

**NM Solar Energy Association** board. 2019

**Transition ABQ** sustainability & resilience policy & projects. Co-founded, co-organize & communications. Nov 2014–now

**OLÉ** Member, volunteer on workers' rights & democracy campaigns. February 2017–now

**Urban ABQ** programming, communications, blog writer, social media. March 2014–now

**Banking on New Mexico** public/state bank policy advocacy group. Dec 2015–now

**MiABQ Millennial Civic Engagement Project** Green Team 2014–15  
Organizing Committee 2016–18

**TEDxABQ** Community Engagement Salon co-curator April 2014  
Sustainability Salon speaker April 2015

**CiQlovía** bike & pedestrian safety event, organizing team & vendor admin. 2014–15

**Really Really Free Market** co-coordinator March & Nov 2015, April 2017

**ABQ Social Media Bloc** mentorship group for social media managers. 2015–17

**Rail Yards Market** inaugural season Organizing committee, Art committee. 2014