

MAYARA LEEB

E-COMMERCE & DIGITAL CONTENT SPECIALIST

E-Commerce | Product Presentation | Digital Content | Customer Experience
Schaumburg, IL | +1 630 259 0360 | mayara.leeb@gmail.com

PROFILE

E-commerce and creative professional with 2+ years of hands-on experience supporting fashion, lifestyle and online retail clients across product presentation, digital content, campaign execution and customer-facing website recommendations. Founder and Creative Director of Carmeleon Studio, coordinating product imagery, descriptions, homepage content, promotional assets and creative partners from brief through delivery. Brings 8+ years of fashion and commercial production experience, a strong eye for detail and visual consistency, and a customer-first approach to digital presentation. Bachelor's degree in English and Spanish plus a Diploma in Online Marketing.

CORE EXPERTISE

- E-Commerce Product Presentation
- Digital Content QA & Final Review
- Homepage & Campaign Content
- Customer Journey & Visual Hierarchy
- Project & Deadline Management
- Fashion & Beauty Visual Storytelling
- Product Page Content & Copy
- Product Imagery & Asset Selection
- Promotional Content Execution
- Cross-Functional Creative Coordination
- Microsoft Office (Excel, PowerPoint, Word)
- AI-Assisted Creative Production

PROFESSIONAL EXPERIENCE

Founder & Creative Director | Carmeleon Studio | USA &

2024–Present

Austria

- Support fashion, lifestyle and e-commerce clients in shaping customer-facing online product experiences, advising on product imagery, thumbnails, image sequencing, product descriptions, homepage content and promotional presentation.
 - Coordinate digital assets and deliverables across clients, graphic designers, content creators and web partners; conduct final creative review for accuracy, consistency, brand alignment and readiness before handoff or publishing.
 - Develop and standardize product descriptions with SEO considerations, translating product features and brand voice into clear, customer-facing copy.
 - Produce and direct product, fashion and lifestyle imagery and video for e-commerce and campaigns using traditional and AI-enabled workflows; select final assets based on product clarity, visual hierarchy and intended placement.
 - Build three-month content and campaign calendars plus brand guidelines covering messaging, visual standards, campaign concepts and promotional moments, helping clients maintain consistent execution across digital touchpoints.
 - Recommend website and e-commerce improvements from a customer-journey perspective, including page structure, product discovery, visual hierarchy, promotional pop-ups and newsletter sign-up opportunities.
 - Manage multiple client projects across the U.S. and Europe, coordinating contributors, revisions, timelines and final delivery.
- Selected e-commerce work:** LeFah Design — product presentation, imagery sequencing and product-description standardization; Diana Visposa — website showroom strategy, gown presentation and customer-journey recommendations.

Co-Chair, Tech Connect | Professional Women's Club of

2025–Present

Chicago (PWCC) | Chicago, IL

- Co-lead planning and execution of professional events for approximately 30–60 attendees, coordinating speakers, stakeholders, event content and deadlines from concept through delivery.
- Create and review promotional materials and communications, checking details, visual consistency and accuracy across pre-event and post-event touchpoints.

ADDITIONAL FASHION & PRODUCTION EXPERIENCE

Professional Model & Independent Creative Fashion & Commercial Productions Austria, Germany & the Netherlands	2017–2025
• Worked professionally across fashion and commercial photography, runway, television, trade shows and digital content with agencies, brands and production teams in three European markets. • Collaborated with photographers, stylists, designers, makeup artists, creative directors, clients and production teams to execute briefs, storyboards and brand concepts in deadline-driven production environments. • Built firsthand understanding of fashion presentation, product storytelling, image selection, styling environments and how customer-facing visual assets are produced from brief through final output. • Independently planned creative shoots, coordinating locations, clothing, props and collaborators; self-managed bookings, schedules and travel while consistently meeting fixed production call times.	

ADDITIONAL EXPERIENCE

Secondary School Teacher Public Secondary Education Austria	2020–2022
• Taught English and Spanish, planning structured content for varied audiences while managing multiple classes, projects, deadlines and stakeholder requirements.	
German Instructor WIFI Austria	2021–2022
• Delivered German as a second-language instruction to adult learners, strengthening presentation, facilitation and clear written and verbal communication skills.	

EDUCATION & CERTIFICATIONS

Diploma in Online Marketing | BFI, Austria | 2024
Bachelor of Education, English & Spanish | University of Vienna | 2021
Certified German as a Second Language Teacher | WIFI, Austria | 2021

DIGITAL & CREATIVE TOOLS

Microsoft Office: Excel, PowerPoint, Word | **Adobe:** Photoshop, Lightroom, Illustrator, Premiere Pro, Firefly | **Creative:** Canva, CapCut
AI Creative Tools: Runway, Kling AI, Claude, Google Nano Banana, Adobe Firefly

LANGUAGES

German — Native | Portuguese — Native | English — C1 | Spanish — C1 | Japanese — Basic