

Rebecca Leppard

rebeccaleppard.com

CREATIVE PORTFOLIO

A woman with long dark hair, wearing glasses and a bright pink blazer, is smiling and looking slightly to her right. She is standing in front of a modern building with large glass windows. The background is slightly blurred, showing some greenery and architectural details. The overall tone is professional and creative.

HELLO!

PEOPLE COME TO ME FOR THE MEMES

AND STAY FOR:

BRAND IDENTITY DEVELOPMENT

UI/UX AND GRAPHIC DESIGN

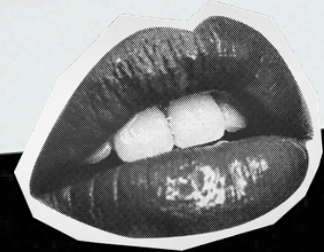
SOCIAL MEDIA ASSETS

SALES & MARKETING ASSETS

MOTION, AUDIO, VIDEO EDITING

APP & WEBSITE DESIGN & DEVELOPMENT





INDUSTRY EXPERIENCES

LUXURY
HOSPITALITY
TECHNOLOGY
SOCIAL JUSTICE
COACHING
CONSULTING
TRAVEL

BRAND EXPERIENCES

Kempinski
HOTELIERS SINCE 1897

HONORDEX

straitPay.

SHUNYA



WayFinders

BARCLAYS

NatWest

THE LONGEST DAY

WorkTripp

BALA MUTHIAH

SAL JEFFERIES
COACHING



flock

Diversity-X

Fika

OKSANA
KUKURUDZA

ELINA
TEBOUL

THE
PHYT
COLLECTIVE

BEYOND THE MAP

COGNITANT

THE
IGNITED
ACCELERATOR

CakeAide



SPECIALTIES

fractionals
match

fractionals
match

fractionals
match

f

BRANDING



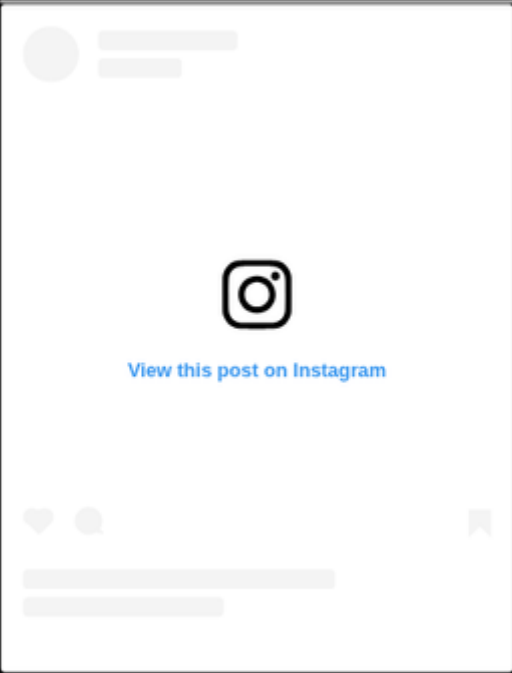
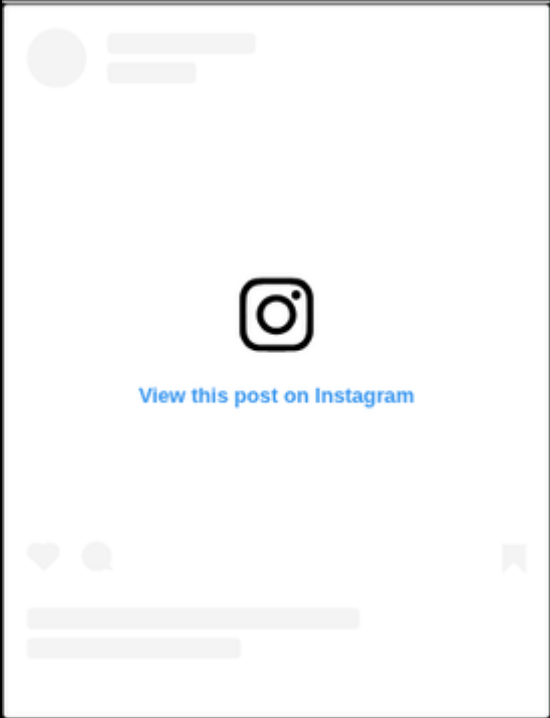
CONTENT
PRODUCTION



UI/UX
APP AND
WEBSITES

VIDEO EDITING

REELS



VIDEO EDITING



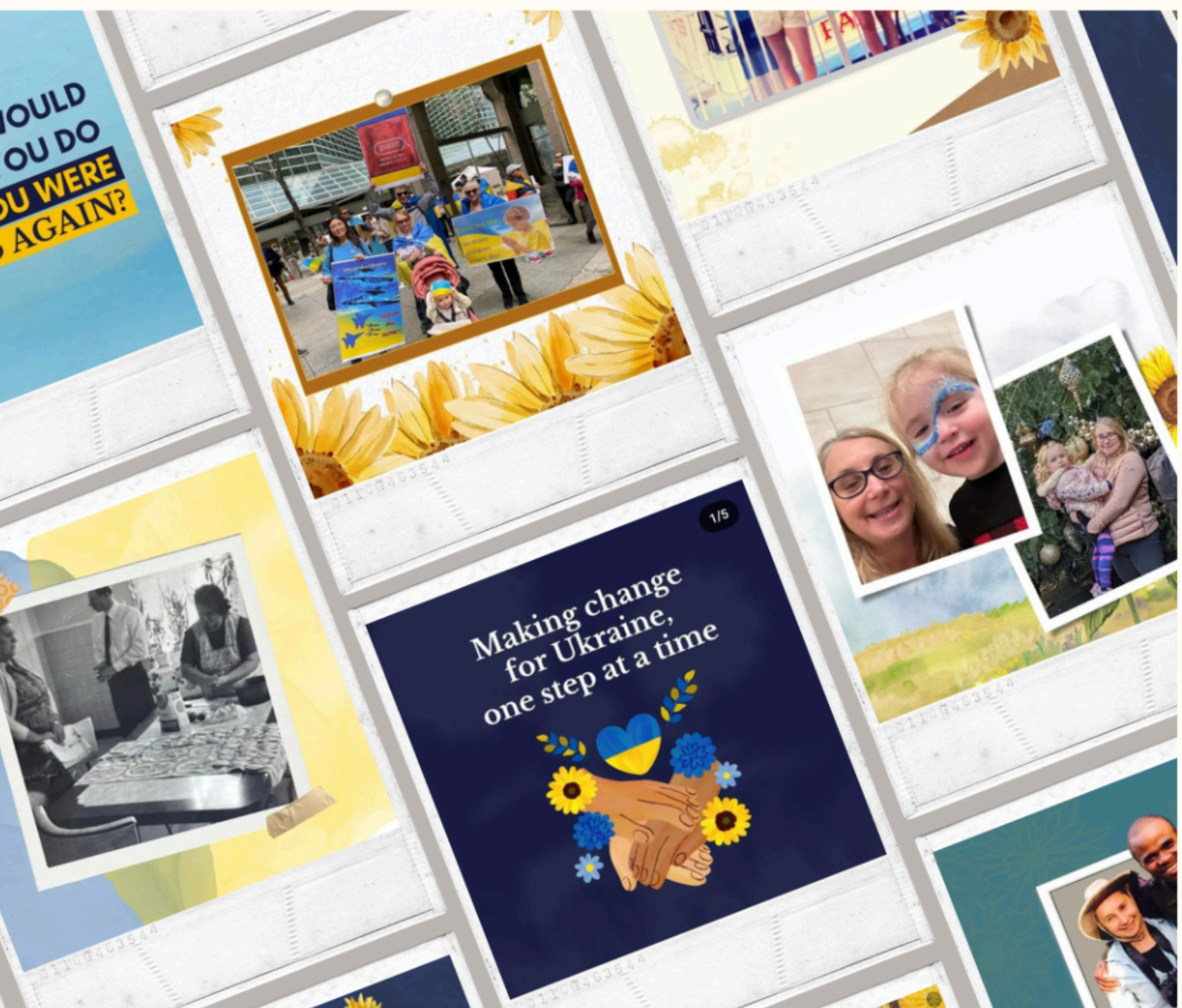
GRAPHICS

INSTAGRAM



GRAPHICS

INSTAGRAM

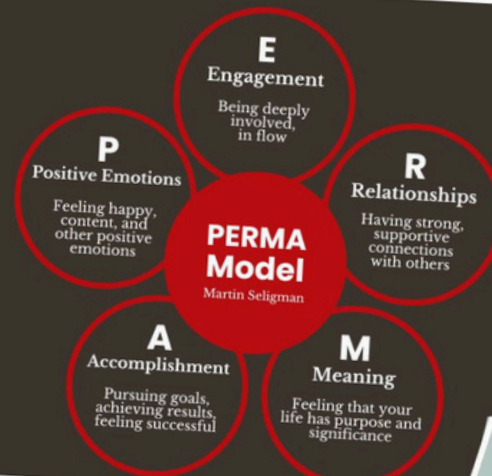


GRAPHICS

INFOGRAPHICS

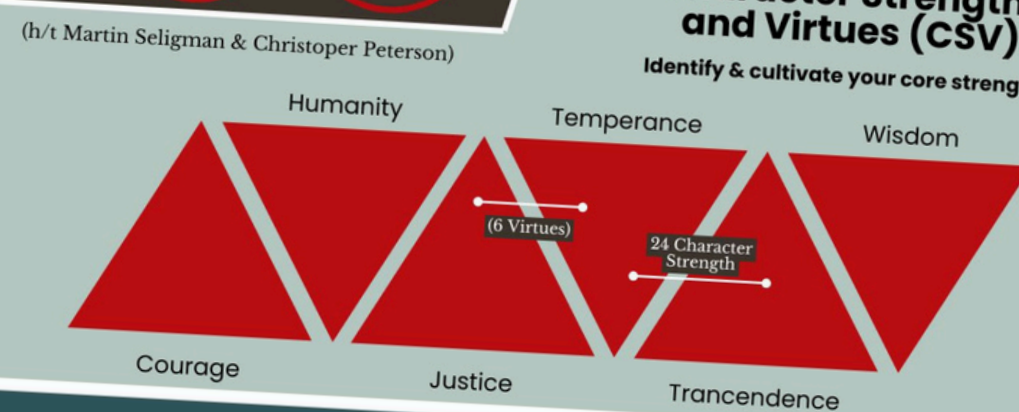
POSITIVE PSYCHOLOGY The Ultimate Cheat Sheet

Key Points: Positive psychology studies what makes life happy and fulfilling. It encourages people to focus on their positive traits & experiences. Initiated by Martin Seligman, it emphasizes happiness, strengths, and personal growth.

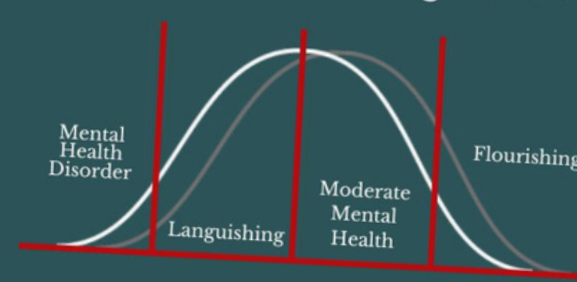


Character Strengths and Virtues (CSV)

Identify & cultivate your core strengths



Shift the Wellbeing Curve



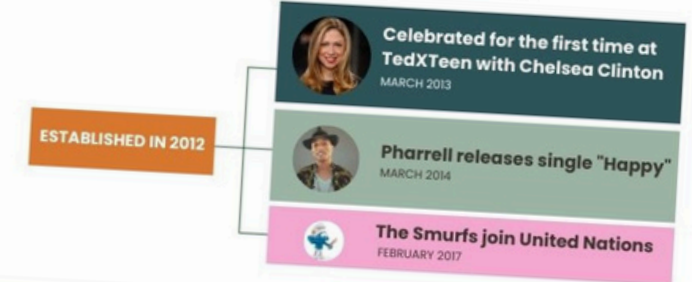
But there is such thing as Toxic Positivity!

- Toxic positivity means to force happy outlook all the time, ignoring real feelings.
- It can make you feel guilty for being sad and overlook real problems.
- True positivity is accepting tough times and emotions, but still staying hopeful.

INTERNATIONAL DAY OF HAPPINESS

International Day of Happiness is a global event arranged by the United Nations annually on March 20

The ultimate goal of the movement is to spread awareness that progress is not only about increasing bottom lines and encouraging economic growth, but well-being and human happiness as well.



MAKE IT A POINT TO BE SOCIAL



25% happiness increase when you have a close friend living nearby.

HAPPINESS CAN GO VIRAL

Studies have found that improving the mood of others around you may be as simple as improving your own mood.

By looking at what is shared most online and what "goes viral," researchers have discovered that positive, happy and funny posts are shared far more than negative ones. Share more memes!

FINLAND

World Happiness Report ranks Finland as the happiest country since 2018 to today.

- What do they measure?
- business & economic,
 - citizen engagement,
 - communications & technology,
 - diversity (social issues),
 - education & families,
 - emotions (well-being),
 - environment & energy,
 - food & shelter,
 - government and politics,
 - law & order (safety),
 - health,
 - religion & ethics,
 - transportation,
 - work.

HAPPINESS BY THE NUMBER

- 7** the number of hours spent socializing per day that leads to the highest levels of happiness.
- 15.3** the percentage increase in your happiness if a loved one is happy.
- 5** the number of positive interactions happy couples have for every negative one.

HAPPINESS ISN'T A GIVEN



The World Health Organization estimates that as many as 300 million people are currently living with depression, while countless more are facing an undiagnosed lack of happiness in their lives.

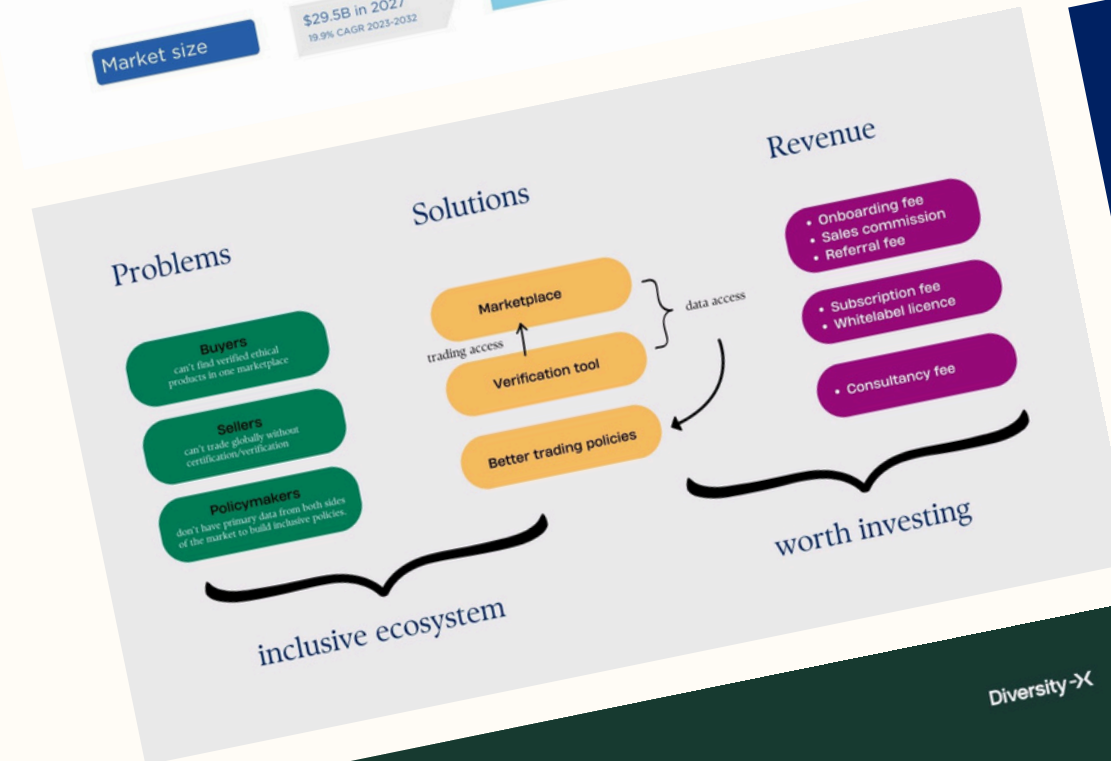
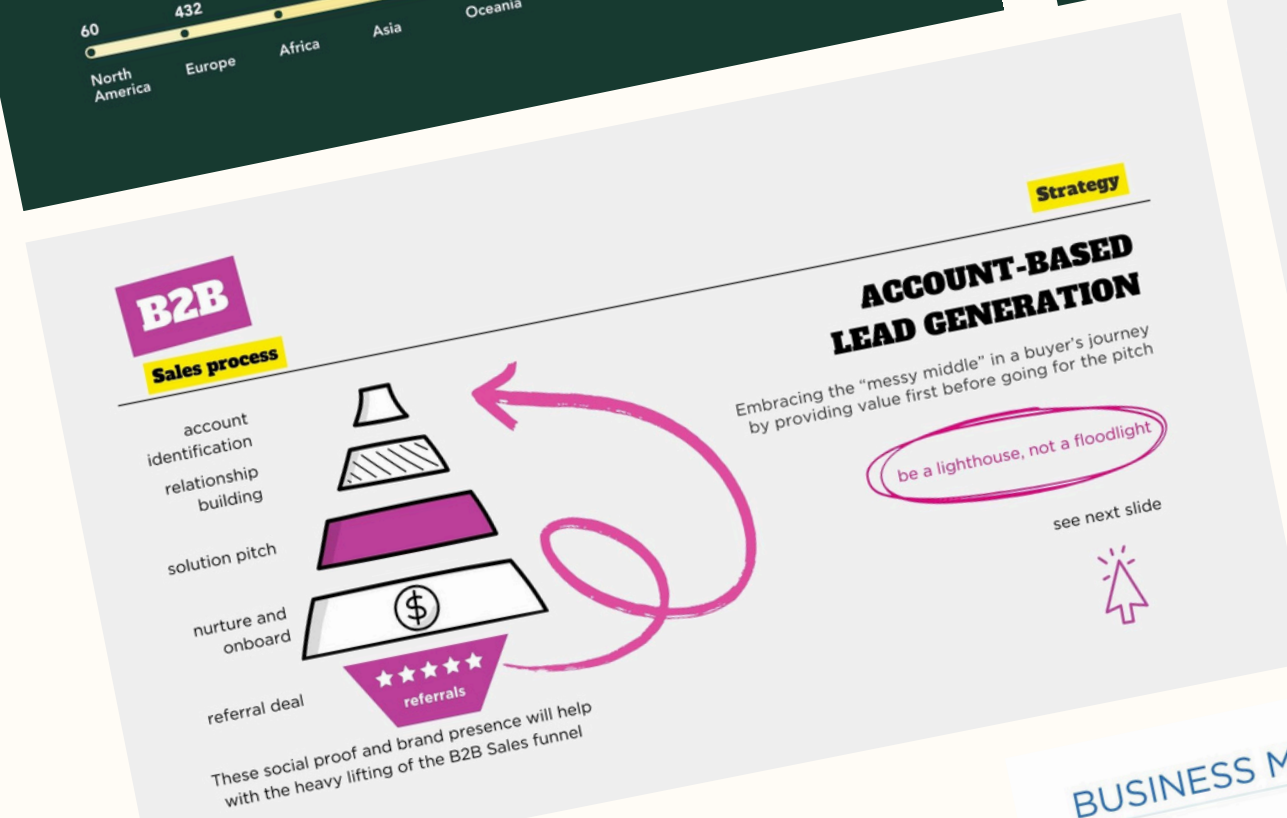
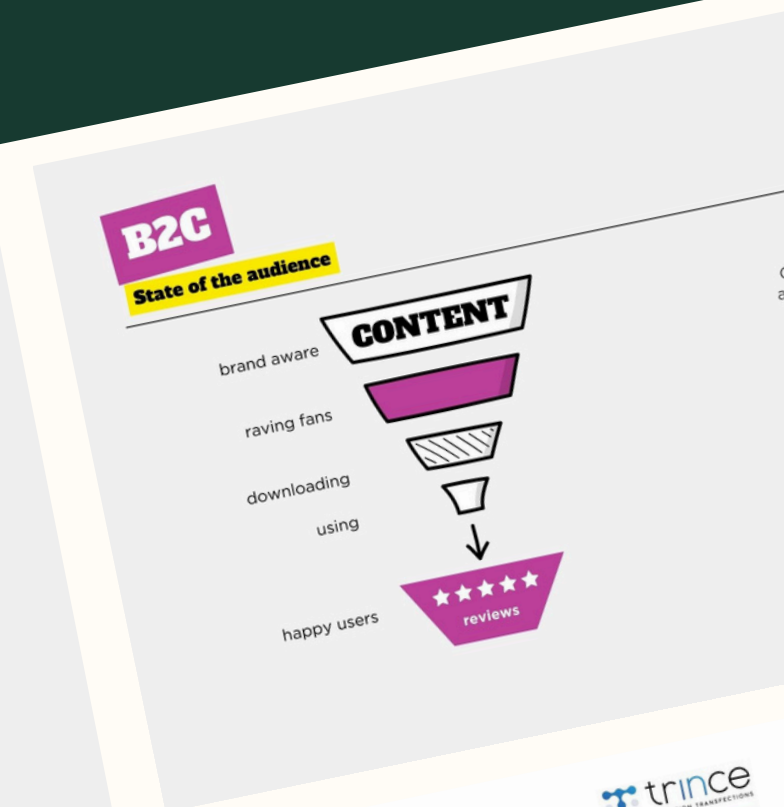
18

Scientists have classified 18 different types of smiles, from enjoyment to embarrassed.



GRAPHICS

PITCH DECKS

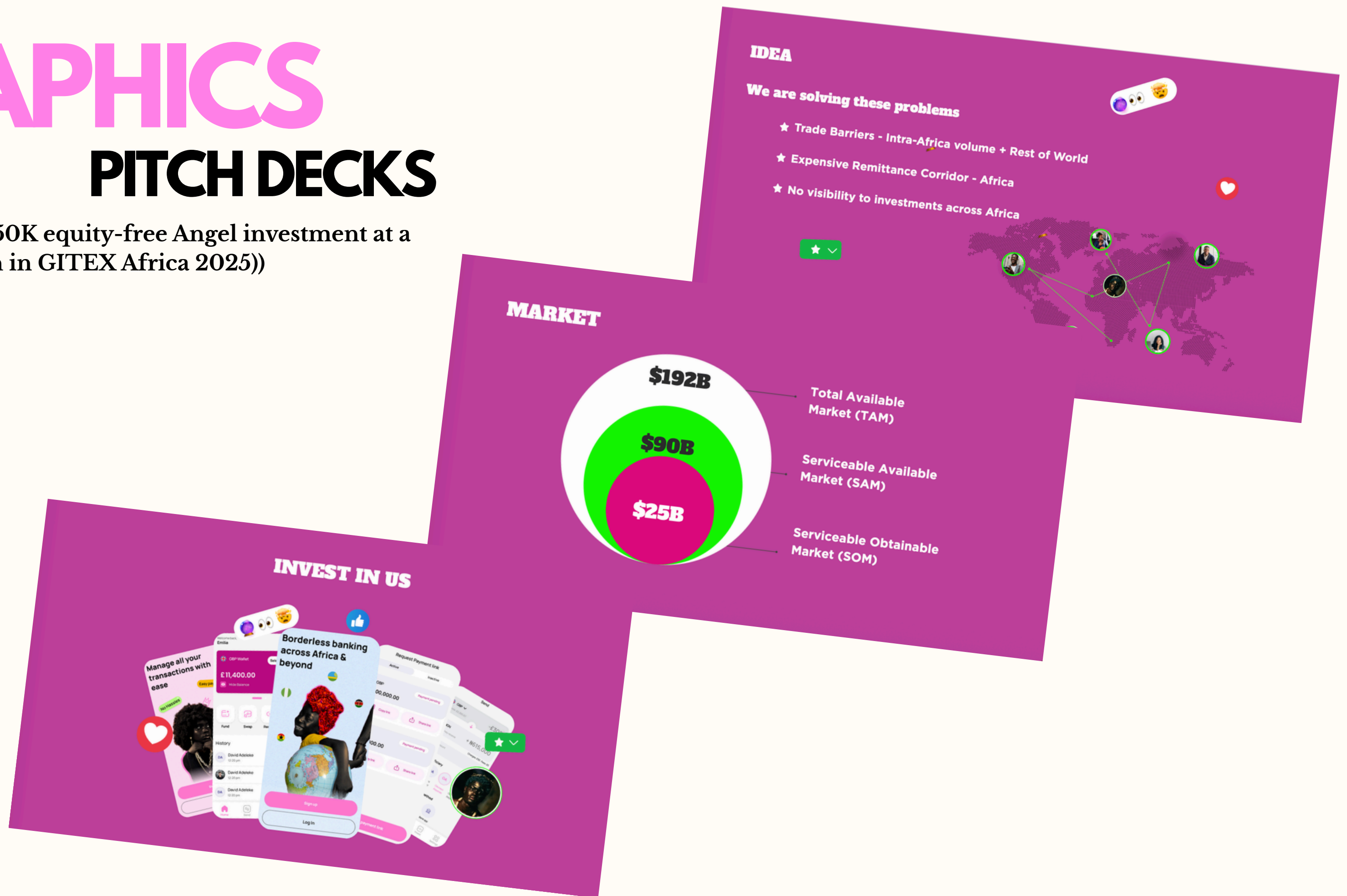


BUSINESS MODEL

GRAPHICS

PITCH DECKS

(This deck won £50K equity-free Angel investment at a pitch competition in GITEX Africa 2025))



NEWSLETTER

DESIGN & COPYWRITING

Sierra Leone will have the largest female representation ever

VOA Africa's Senanu Tord reported that the country will have 41 female lawmakers, which is more than double that of the last election. And this is only the beginning because they still have not met the new 30% female leadership quota. Imagine that. 🌟



Photo: Tolu J. Bade/Trocaire

Pictured above are Isata Sesay, Hawa Dumbuya and Menunata Nallo from Kambia District in Sierra Leone who are running for political positions in the June 2023 election.

There are many barriers for women such as deeply embedded gender norms, lack of funding and an exclusion from political spaces. Our biggest barrier in politics is the men.

Hawa Dumbuya

🗳️ VOTE FOR 🗳️ HER 🗳️

Update from around the world:

The first Palestinian World Cup referee is a woman 🇵🇸 and...

WORKSHOPS
& PANELS

FREE LIVE &
REPLAY TICKETS



Rebecca Leppard

Business of Marketing

September 5th, 2023

Half-day free online experience

Workshops, panels, Q&As and much more

Leadership Unlocked:
Detoxifying Agency Life

More information
businessofmarketing.live



THE 100 MOST INFLUENTIAL PEOPLE IN ARTIFICIAL INTELLIGENCE TIME 100 AI



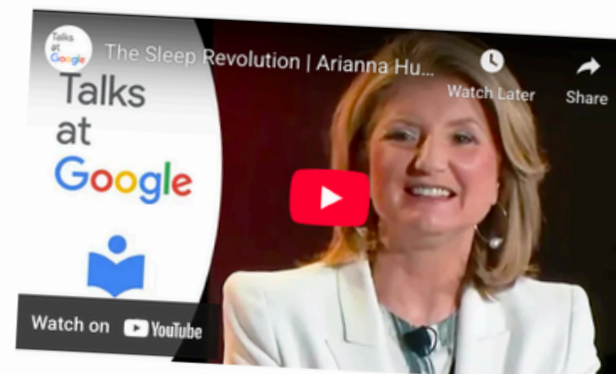
ELON MUSK'S FIGHT FOR THE FUTURE OF AI
By WALTER ISAACSON

Welcome to episode 15 of *The Upgrading Women Newsletter*

I'm your editor, [Rebecca Leppard](#), a feminist and communications nerd who just cracked her own life hack. I now take siestas and it gives me a whole chunk of productive hours in the evening 🌙

That's my secret to serving both UK and US clients. I'm on London time and my Silicon Valley clients think I don't sleep at all because I'm awake when they're awake.

Who else is very protective of her sleep? Arianna Huffington, co-founder of *Huffington Post* who in 2016 founded [Thrive Global](#), a platform to beat burnout. Arianna had a rude awakening, pun intended, when she collapsed due to exhaustion, hit her on a desk on her way down, broke her cheekbone and woke up in a pool of blood. Check out her talk as she launched her book *The Sleep Revolution*.



Speaking of health, I have been saddened by the horrible air quality in Jakarta and other cities around the world. Last week, I met up with a high-school friend who now lives in Chengdu, China, and she said it is now clear blue sky most days. Then I saw on CNN that Beijing is winning the war on pollution!

China's pollution levels in 2021 had fallen 42% from 2013, according to a new report released Tuesday, making it a [rare success story](#) in the region, where pollution is getting worse in some parts, including South Asia.

CNN

How she's done it 🌟

She is a 38-year-old mother of three.
She was born and raised in Israel.
She has a black belt in both karate and krav maga.
She was Miss Israel 2004 before she served in the military.
She kept losing parts to other actresses.
She was pregnant when she star as lead in action film, *Wonder Woman*.
She will be the first Israeli to receive a star on Hollywood Walk of Fame.
She and her husband ran a hotel in Tel-Aviv, which then sold for \$26 million.
She teamed up with co-founder and CEO, [Jen Zeszut](#), to innovate comfort food and it also nutritious food: [Goodles](#).
Her name is Gal Gadot.



🏠 That is proof that careers are not a straight path
📍 You can succeed no matter which postcode you're born in.
🌈 You can diversify. Ignore those who say "Stay in your lane!"

Love = charity

With the Awesome Socks Club, you get a different pair of socks designed by a different independent artist every month. Plus, *every dollar of profit* goes to help build healthcare systems in impoverished communities.

5 Million Donated



CONTENT

LINKEDIN

**The WayFinders Group**
227 followers
1mo • 🌐

Can you call people “talented” while laying them off and still expect those who stayed to believe you?

What does efficiency mean when it co... · 6 pages



What does efficiency mean when it costs 600 talented jobs?

Meta laid off 600 AI employees last week from the [teams that built Meta AI](#). Chief AI Officer [Alexandr Wang's memo](#) said cutting people would mean "fewer conversations will be required to make a decision."



The cuts hit legacy r

The new division with this year, TBD Labs, said the AI unit was t

Teams competed for division was oversized arrived.

Laid-off staff were t **notice period" until** removed and no wor their garden leave fi severance amountin year of service, min

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Is your change management truly driving transformation or just managing chaos in disguise?

Why Change Management Fails · 10 pages



WHY CHANGE MANAGEMENT FAILS

Let's explore 8 reasons why change management fails!



#1

Treating change not a human

From my perspective project to manage **succeeds** when leadership adaptation, and e

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4w • 🌐

Can “regret” without responsibility ever be justice?

Can “regret” without responsibility ev... · 6 pages



Can “regret” without responsibility ever be justice?

Last year we're in the US where a federal judge just approved a [\\$7 billion settlement](#) for Purdue Pharma, the company behind OxyContin - the prescription painkiller that fueled America's opioid crisis killing 900,000 Americans since 1997.



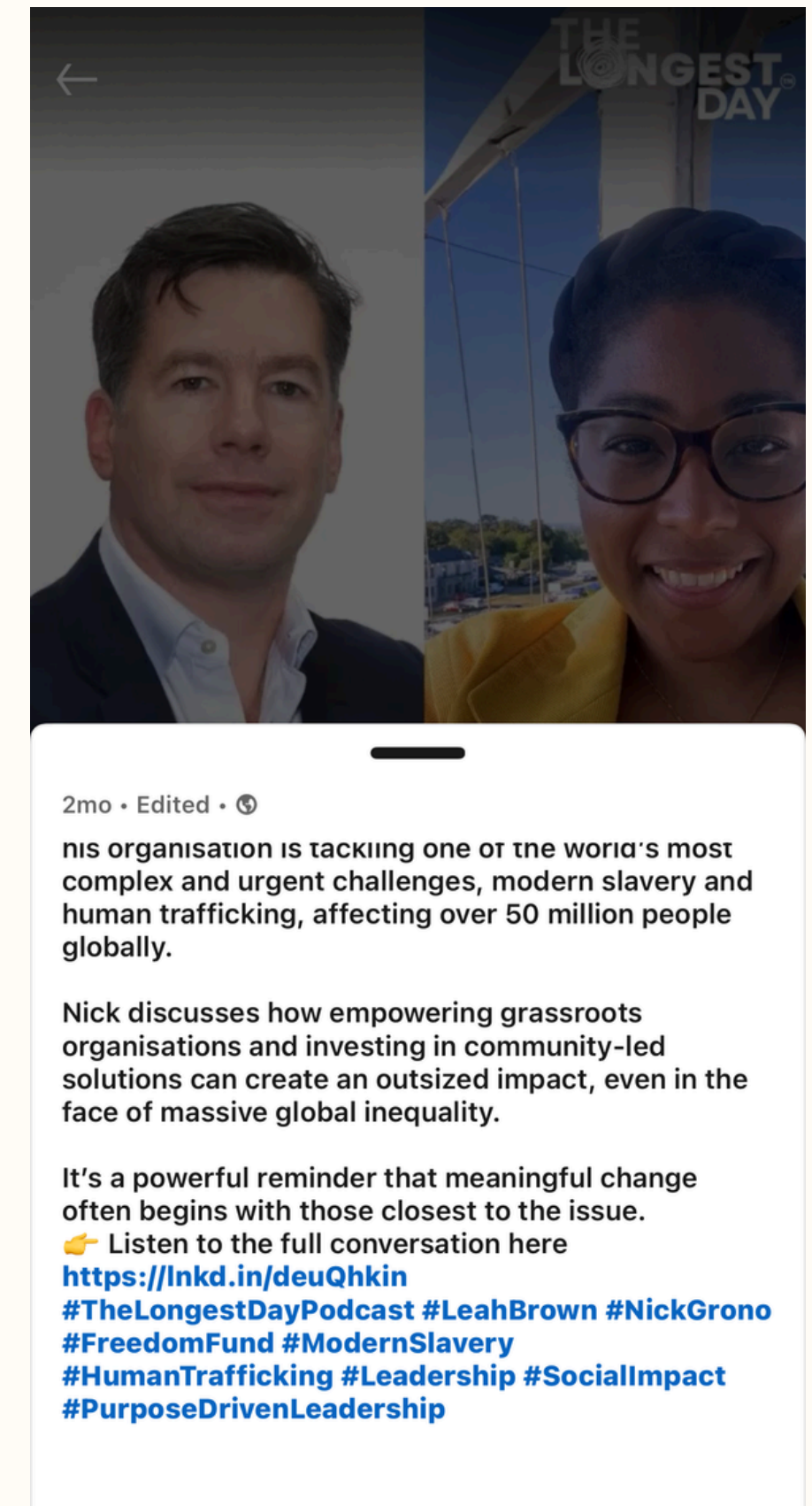
Purdue's aggressive despite growing ad in one lawyer's wor **all the culprits."**

Under the judicial give up ownership settlement but eve and thousands of **maintain they did**

Expressing "regret **isn't an apology**. TI acknowledged har affected communit

CONTENT

LINKEDIN



CONTENT

LINKEDIN

**WorkTripp®**
1,419 followers
7mo • Edited • 

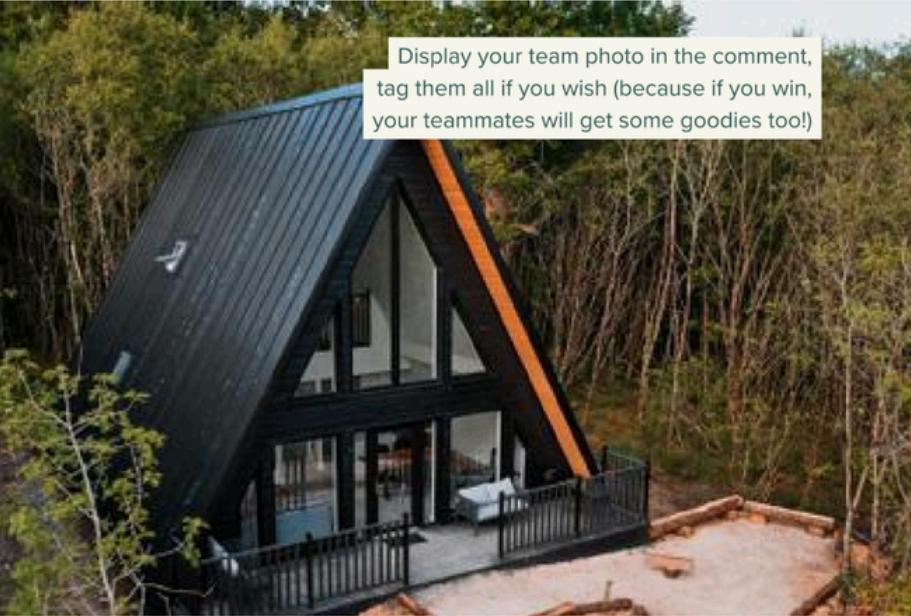
+ Follow 

 **Giveaway**

Win a WorkTripp in Ireland · 6 pages

**WorkTripp®**

Win a 2-night WorkTripp® experience
in West Ireland



Display your team photo in the comment, tag them all if you wish (because if you win, your teammates will get some goodies too!)

Courtesy of:
 **Drumhierny Woodland Hideaway**

Supported by:
 **Leitrim County Council**  **Slow Adventure Ireland**

 Laras Sukmaningtyas and 12 others

26 comments · 5 reposts

WEB DESIGN

Our Magic Sauce ✨



Multi-currency wallet for your cross-border runs.



Pay bills, pay vendors, or buy services — all in one app.



Business payouts instantly to your staff and suppliers.



24/7 customer support — we are always here for you.

Reasons You'll Love It



Quick Pass
Your money won't sleep on the road. It delivers sharply.



Enjoy Low Fees
No hidden issues & fees. What you send is what your beneficiary gets.



LOVE



Secure
Bank-level safety, built for African threats.



Made by Africans, for Africans
From Lagos to Accra, we bridge the gap.



aboutpersonalbusinesslogin sign up



Spend & Invest in Africa the smooth way

☐ Bureaucracy & paperwork.☒ Minimal admin, maximum security

Start

UKStartUp Awards 2023 Winner

Open an account within minutes

free sign up

give and get paid with a link

No hidden costs and charges

various payment methods access

protected by multi-factor authentication



Pay. Get paid. Straight away.

Download the straitPay mobile app

AndroidDownload the App Now

iOSDownload the App Now



WEB DESIGN

PROJECT.SHUNYA.ECO

Want not. Waste not.
Anything but the landfill.

BOOK A ZERO-FEE CONSULTATION

ARE YOU A CLUB MANAGER?

Source your merchandise ethically

ARE YOU A RETAILER?

One step towards net-zero waste

ARE YOU A FACTORY?

No more dead stock

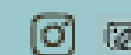
Let's collab

What if we could reach more people to let them know about the Net Zero cause and to slow down waste generation. Wouldn't that be wonderful?

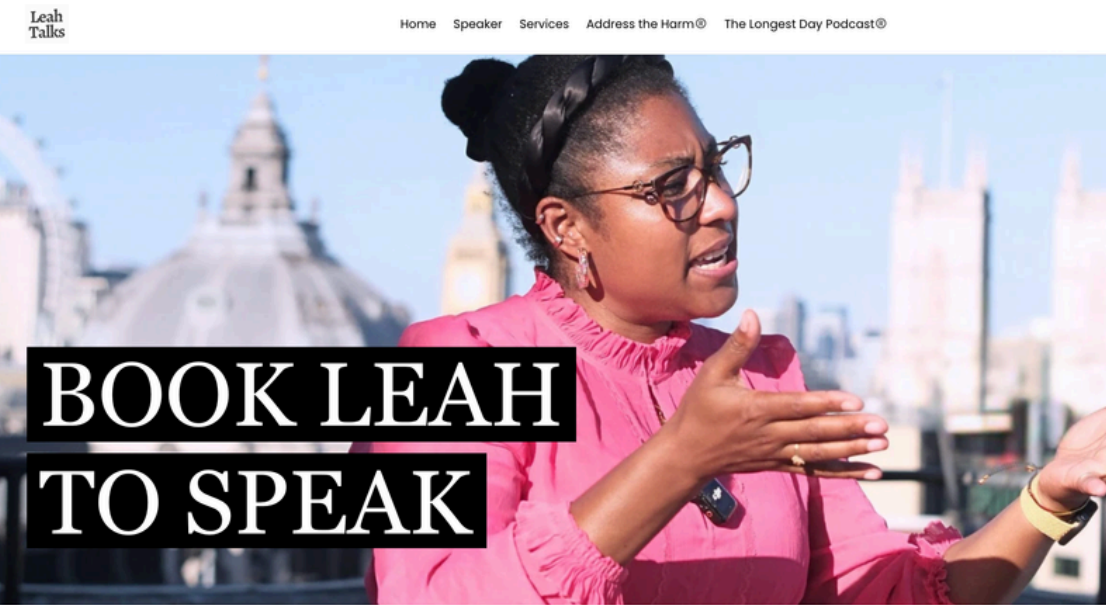
EMAIL US AT

rupa@inclusivetrade.com

CONNECT WITH US



WEB DESIGN & DEVELOPMENT



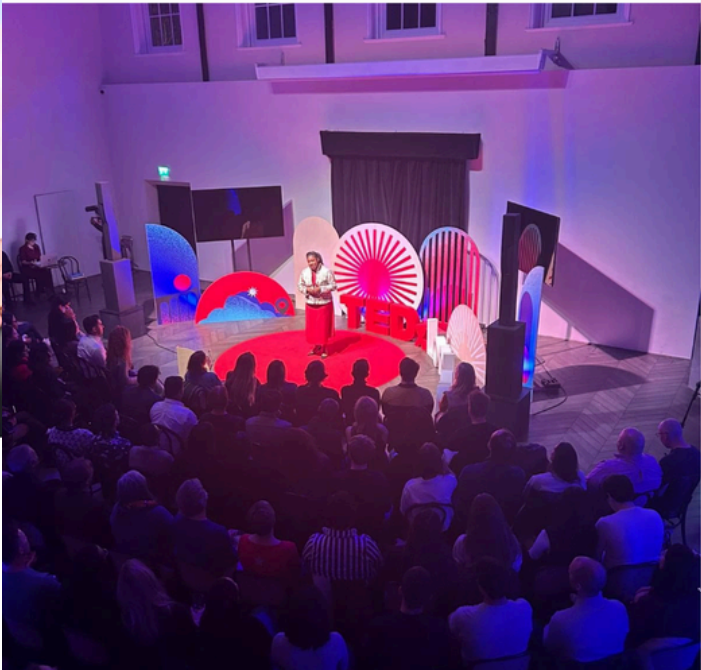
BOOK LEAH
TO SPEAK

I help audiences understand what genuine repair looks like - how to address harm, rebuild trust, and hold leaders accountable when organisations are in crisis.

LEAH LEADS

I'm the founder of The WayFinders Group, a specialist organisational repair consultancy.

The WayFinders Group



LEAH SPEAKS

Leah delivers keynotes for leaders facing crisis - practical frameworks for repairing harm, rebuilding trust, and restoring performance.

Learn More

Leah Talks

[Home](#) [Speaker](#) [Services](#) [Address the Harm®](#) [The Longest Day Podcast®](#) [Book a Call](#)

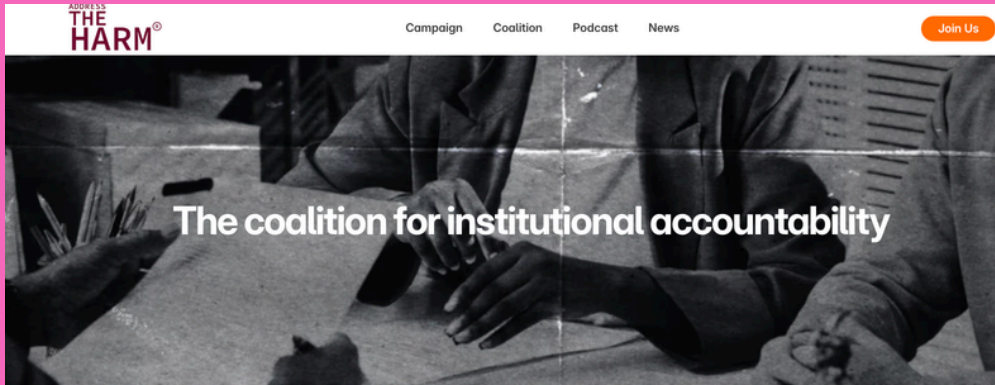


LEAH TALKS

FEATURED IN

[Radio](#) [Forbes](#) [The Telegraph](#) [BBC RADIO](#) [METRO](#) [Newsweel](#)

WEB DESIGN & DEVELOPMENT



The coalition for institutional accountability

About us

We are a cross-party coalition of multidisciplinary experts, charities, businesses, survivors, whistleblowers, families and advocates who refuse to accept "lessons learned" as enough.

The Coalition is our opportunity to embed restorative approaches into the ethical foundation of public service.

Coalition members & biographies



Dr Charlotte Proudman, Founder, Right to Equality

Charlotte is an award-winning barrister with extensive practice in complex trials and appellate cases. Ranked as Legal 500's Leading Junior, she handles high-value matrimonial finance, children's cases, and complex male violence against women matters.

Winner of 'Advocate of the Year' 2023 and highly commended 2024. As



Sara Dowling, CEO, Why Me?

Sara brings over 30 years of charity sector experience to her role as CEO of Why Me?, focusing on strategic direction and organisational development. With expertise in charity leadership and income generation, she ensures long-term sustainability whilst overseeing growth in restorative justice.

Previously Deputy CEO at RoadPeace, supporting road crash victims, Sara gained



Leah Brown FRSA, Founder of The WayFinders Group

Leah is founder and CEO of The WayFinders Group, a qualified solicitor, accredited mediator, and architect of the Coalition for Institutional Accountability.

She compiled and published the groundbreaking white paper "From harm to healing: rebuilding trust in Britain's publicly funded institutions" in June 2025, documenting how institutional self-protection



The Reverend Andrew Dodd, Canterbury Cathedral

Andrew combines residentiary Canon duties with resource stewardship and Cathedral fabric protection. His role encompasses overseeing buildings projects across Canterbury Cathedral estate and leading Net Zero Carbon environmental sustainability initiatives.

Previously Team Rector and Area Dean of North East



What news?

Follow the latest progress, media coverage, and resources.

Media coverage



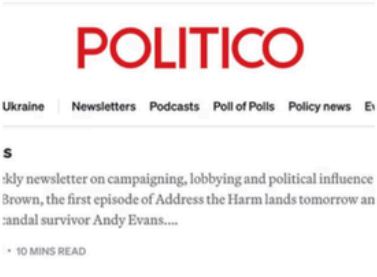
Sir Keir Starmer agrees to meet families of 1994 Chinook helicopter disaster
4 November 2025



RAF Chinook crash families call for new UK watchdog
4 November 2025



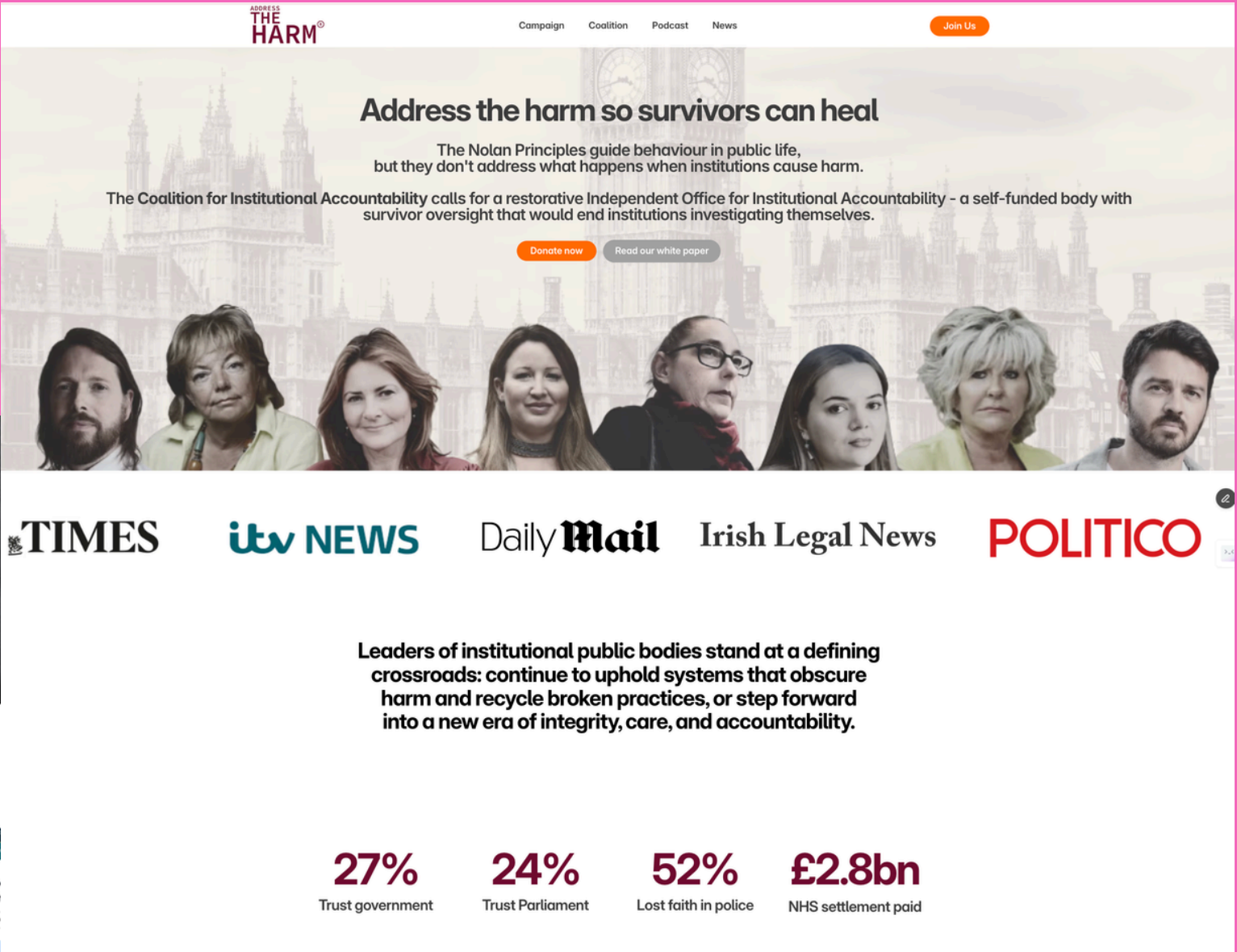
Families of victims of 1994 Chinook disaster welcome meeting announcement
4 November 2025



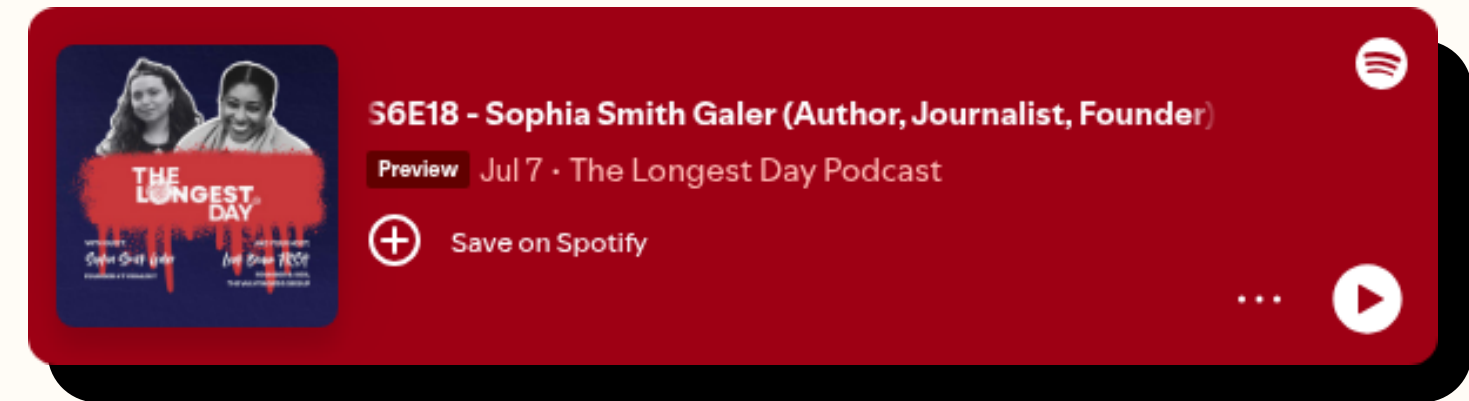
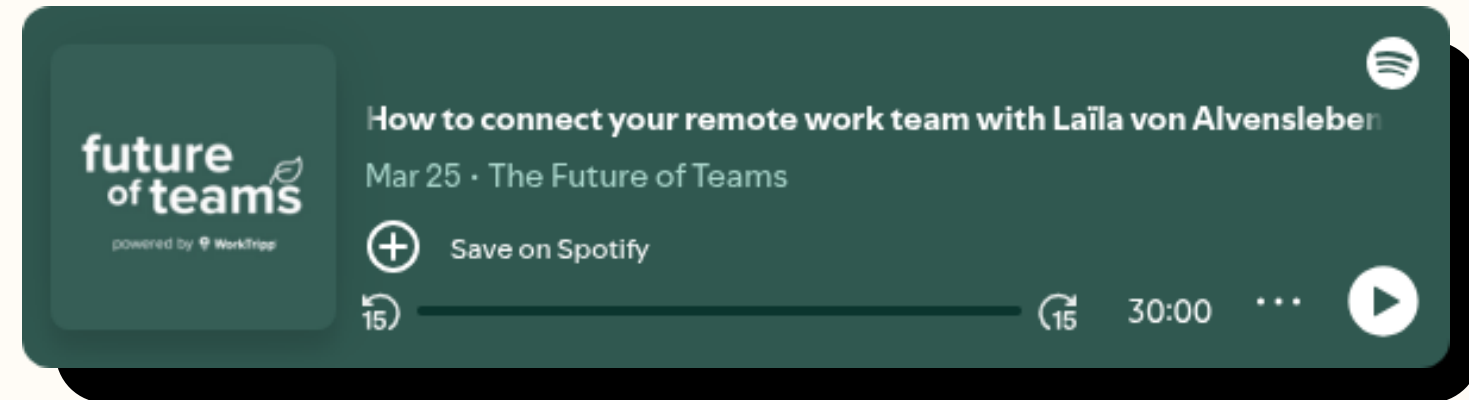
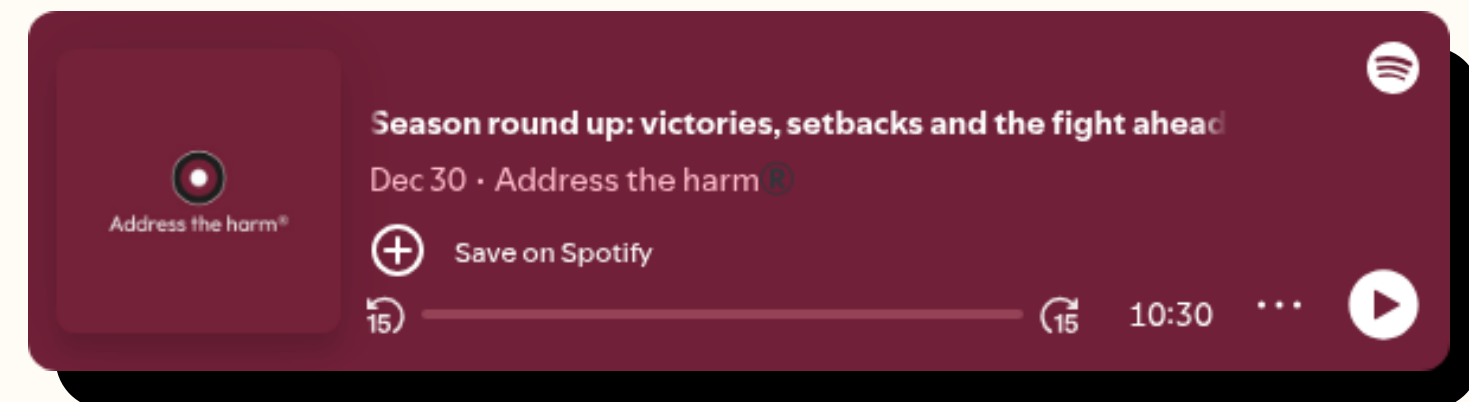
Rich pickings
30 October 2025



New podcast Address the Harm gives voice to UK survivors
28 October 2025



PODCAST PRODUCTION



PHOTOGRAPHY

STYLING & DIRECTION



Socials been amazing lately so thank you



Claire Gifford 11:36 AM
You absolutely killed that
You and Emily should be proud ❤️



Sophie Fraser (She/Her) • 2nd 1h ...
Empowering mission-driven women to unleash their CEO identity ...
You have such energy and knowledge **Rebecca Leppard** and **Girl Brand** is a treasure trove of useful social media help and support!!



Arjun Muthiah 12:51 AM
Thank you all for the first post, lot of folks reached out in person, WhatsApp etc. folks from 15 years ago reached out via LinkedIn too.



Elina Teboul 12:11 AM
Just want to say the Instagram looks really nice I think with the mix of the photos and articles and some pics of other people and the darker overall color palette 🙏❤️



Jenny Kay
Omg

We love it
❤️ 1 🙏



Maria Andreas Newman to Everyone 11:2
Great presentation Rebecca. Love your delivery 😊



joedge to Everyone 13:33
Rebecca - fun, fiery and fabulous



Emily Riemer to Everyone 13:33
Rebecca - authentic, sassy and keeps it real which I love!



Sarah Major - Virtual Assistant to Everyone 13:33
@Rebecca Leppard infectious, smiley, powerful



Stephanie Bush 7:41 AM
Sorry - also good morning! Also thank you! Also this team is awesome! I'm in go mode, hyped up of



Vicki Marinker - Candid Career Coach to Everyone 13:33
Rebecca - you're so energetic and positive



Jenny Kay 12:32 AM
Thank you! Seriously you have no idea how much we appreciate it



Julia Holmblad (She/Her) • 1st 5d ...
--
Girl Brand Content Masterclass was one of the most fun and informational classes I've been in. I had no clue that class was out of the normal style because it felt organized, intente, and individualized. It gave me a great starting point for me starting off being a woman entrepreneur, and I'm so excited ...see more



Hayley Lucas ACA 🏆 • 1st 1w • Edited • 🗨️
Founder of Athena Accountants, focusing on exceptional an...

Ahead of the launch of Flock tomorrow I have some VERY big thank you's to make 🙏

Rebecca Leppard you are my absolute saviour, bringing my vision to life and creating the website of dreams for me. Oh and for making me laugh every single day, you're the one liner QUEEN!



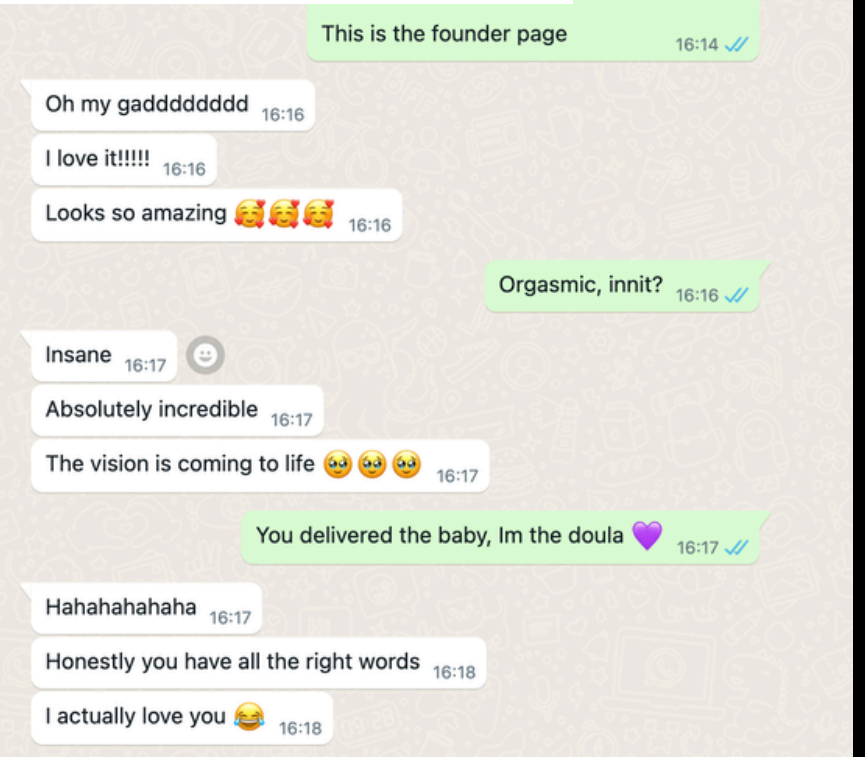
Bolaji Eyo • 11:47 AM
Hi Rebecca, hope you had a fantastic weekend. I've been following your journey for a while and remember posting on one of your posts that I looked forward to working with you when my app was live. I'm really excited to be sending this message to see if we can work together on getting this application in the hands of people who need it.

I look forward to hearing back from you on how to proceed.

Kind regards



Laura Brunton 7:49 PM
Hi love! This is BRILLIANT! Thanks so much for capturing all of this!



CONNECT WITH ME BEFORE YOUR COMPETITOR DOES

REBECCA LEPPARD

+44 7761 955 308

HI@REBECCALEPPARD.COM

