

Leigh Deweese

VP of Marketing & Consultant, DNA Consulting



Leigh Deweese is a business professional and career educator passionate about providing learning development opportunities for clients of all backgrounds, industries, and experience levels. With over ten years of Marketing experience, Leigh has developed brand and growth strategies for organizations of all sizes – from start-ups to established companies.

As an experienced educational consultant, she has led strategic initiatives in the public-school systems, managed high-profile solution teams and designed educational programs for numerous groups - in corporate, government and non-profit settings. Leigh is recognized as a key development partner in college preparation and career readiness programs and is dedicated to helping youth gain a fair chance through education.

Experience

Leigh brings 12 years of educational experience, primarily working with Title I youth in Texas. For the past eight years, she has served as the Advancement Via Individual Determination (AVID) Coordinator and Instructor for Garland Independent School District, where the program focuses on providing a collaborative environment for educators and traditionally underrepresented students to advance their education and professional journey. Leigh brings significant instructional design experience to DNA Consulting, as well expertise in cultural leadership among educators, the community, and organizations.

Before working in the school system, Leigh held various corporate roles in the Dallas, Austin, and New York markets, including sales, marketing, public relations, and event management for organizations including La Corsha Hospitality Group, Texans Care For Children and Strategic Group.

Having extensive non-profit experience, Leigh follows her passion for aiding and developing underserved children in her community. During her tenure with Texans Care For Children, she worked closely with Texas legislatures and politicians, highlighting collaboration across multiple agencies on issues including child protective services, juvenile justice, mental well-being, maternal and child health, and early childhood.

Since 2020, Leigh has owned and operated a boutique marketing and copywriting firm, consulting strategically with and assisting small and mid-sized businesses find their brand's voice. The firm focuses on creating and enhancing a web presence, optimizing impact via social media, and strategically identifying marketing growth opportunities.

Achievements

Leigh has been recognized for her creative and innovative development programs, including *The Learning Huddle*, a professional development series for educators that aims to equip them with the tools and resources needed to succeed.

In 2021, Leigh was selected to create a district-wide curriculum for Middle School College and Career Readiness and Early College High School AVID Students. Leigh has presented her ideas at conferences nationwide and continues to be a sought-after lecturer and presenter on a wide range of leadership, educational and business topics.

Educational Background

Leigh graduated from The University of Texas at Austin, with a BA degree in American Studies. She holds three Texas educator certifications.

She lives in Dallas with her husband, Ben, and their two children, Jefferson and Lanie.