

Melissa Weisman

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812-661-7859

melissaweisman.com



EDUCATION

**B.S. Visual Communication and
Mass Communication: PR & Advertising;
Art History Minor**

University of Evansville 2010, Cum Laude

Study Abroad

Harlaxton College 2008, England

CORE COMPETENCIES

Creative

Adobe Software InDesign, Photoshop, Illustrator, Animate, XD, Dreamweaver, Bridge, Acrobat

Digital Platforms WordPress, Squarespace, MailChimp

Google Web Designer, AdWords, Analytics

Skills Photography, Illustration, HTML/CSS, Writing

Business

Microsoft Office Word, Excel, PowerPoint, Outlook, Teams

Leadership Team Building, Morale Booster, Supervisor Experience (1-8 Direct Reports)

AWARDS

2019 MarCom Awards

Platinum Award – Print Media/Brochure
2018 Home Appliance Catalog for Beko US, Inc.

2019 Hermes Creative Awards

Gold Award – Print Media | Design – Publication
"I Am Modernizing Medicine" Custom Brochure Series
for Modernizing Medicine

2013 Graphic Design USA

"Product Catalogs" – LUI Plus Furniture

2012 Hoosier State Press Association (HSPA)

Advertising – The Press-Dispatch & South Gibson Star-Times
1st Place – Professional Services
2nd Place – Think Outside the Box, Multiple Advertiser with
a Common Theme, Recruitment & Other
3rd Place – Event Marketing

2012 Hoosier State Press Association (HSPA)

Content – South Gibson Star-Times
2nd Place – Best Use of Graphics

SUMMARY

I have lead major projects through internal and external communication and collaboration including large catalogs, extensive website redesigns, small ad campaigns, and robust packaging updates. I work well under pressure and thrive in fast-paced environments with quick deadlines.

WORK EXPERIENCE

Current

Senior Graphic Designer, Street Level Studio (Feb. 2017 – Present)

- Worked with a team of creatives to complete a variety of client projects including: print and web ads, front end UI/UX design, email campaigns, newsletters, catalogs, and brand guides
- Collaborated one-on-one with the client to become a brand expert in order to train coworkers

Past

Graphic Designer & Marketing Coordinator, ifiGOURMET (Sept. 2016 – Feb. 2017)

- Focused on increasing social interactions and all e-communication
- Assembled product catalogs and other print collateral

Art Director, JThomas Parts (Oct. 2012 – Aug. 2016)

- Reinvented the JThomas brand through design, content & customer experience
- Conceptualized, created & evaluated all print and digital marketing, including the master catalog, direct mail pieces, trade show signage, product photography, emails, social content, and website
- Created new brand & packaging designs for several new product lines
- Lead major projects through internal and external communication and collaboration
- Managed digital reporting from Google Analytics & AdWords

Adjunct Professor, University of Evansville (Jan. 2012 – Dec. 2014)

- Used hands-on lessons and projects to teach an entry-level course, Computer Graphics
- Guided students through Adobe CS6 and CC programs: Illustrator, Photoshop & InDesign
- Assessed students' knowledge through project evaluations and multiple choice tests

Graphic Designer, Pike Publishing (Aug. 2011 – Sept. 2012)

- Executed custom advertising for businesses and organizations for two local newspapers
- Assisted with additional designs including special section headings and covers, school and sports page layouts, photo and video editing, promotional flyers and infographics

Freelance, Non-Profit, & Volunteer

TDI Brands

Designed catalogs, landing pages, and trunk liner artwork. Manipulated product photography to create environment photos saving the company countless hours.

Law Offices of Wessel & Doheny

Built custom, responsive web design using Squarespace platform for easy client maintenance

Jennifer Gaspers, LMT

Logo, social content, consulted on marketing strategy

Junior Achievement

Banquet invitation and program design, special section newspaper design, and classroom volunteer

Bread & Butter

Developed brand identity & signage for this new business

Bud Light, Zooppa

Created art to show how Bud Light "Opens The Possibilities"

CG Promotions

Production artist and designer for various projects & promo items including t-shirts and logos

Jasper Optical Lab

Cartoons envisioned by Dr. Gordon used as advertising

LUI Plus, Office Furniture

Corporate logo, product line logos, 108 page product catalog from concept to print, as well as business cards, flash drives and email blasts to promote the brand

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WHAT OTHERS ARE SAYING

When I ask something, you tell me "Everything is possible" ... Your performance is outstanding. Thanks for your great efforts, for the great team work, and all the fun.

Neslim Hancilar Beko U.S. Inc.

Melissa's work is like something that I have never seen. It is unique, accurate and always impressive. She is guaranteed to bring a fresh perspective to any company that is fortunate enough to hire her.

Holly Mundy TDI Brands

Melissa is a hard worker that dedicates 110% of herself. She is enthusiastic and reliable, whether it is just meeting a deadline or in an emergency situation. She actively seeks feedback and takes constructive criticism extremely well. I would recommend her to any employer because she is such a pleasure to work with and manage.

Heather Elam University of Evansville

We saw some positive January results from the direct mail campaign. In fact, in ophthalmology, when comparing January YOY demo requests, it increased twofold! Dermatology also experienced a really nice and surprising bump. Orthopedics also fared better as well. All in all, they definitely made an impression. So thank you for the great work!.

Aaron Stoklosa Modernizing Medicine

Hello!

Defining creative strategy is an area I thrive in. Brand creation or refresh, customer journey planning, and the overall brand DNA are the parts of creative strategy I'm most passionate about.

As noted in my portfolio and resume, I have a strong background in design, across many mediums and industries. Throughout my career I have made my primary focus customer engagement and letting customer pain points drive my marketing and design solutions. Generally, the end result is a smart well-designed piece that meets the goals of the project, whether that be revenue generation or insight. A few examples so far:

- Multiple rebrand, brand creation, and brand voice projects with a wide variety of B2B and B2C freelance clients. In-house projects for corporate level branding, as well as manufactured products.
- In-house design experience wearing many hats with tight deadlines. I think this is one of my top assets because feeling those pain points first hand and having those end-user customer conversations is irreplaceable.
- Effective communication with coworkers, executives, clients and customers across all departments, skill levels and distances.
- Results from a few projects I oversaw and created:
 - 10% average prospective direct mail postcard response rate
 - 20% average open rate and 3% average click rate for emails
 - 25% year over year increase in total web sales
 - 157% year over year increased revenue from email

At the end of the day, I'm a true creative that's detail-oriented and a self-starting, multi-tasker with a vast love and need for business strategy and analytics. I bring the same sense of humor and professionalism to my designs as I do to team meetings. I eat, breathe, & sleep marketing and want to continue to grow within a passionate team.

Please view my portfolio at melissaweisman.com and reference my attached resume for more information. I'm excited to meet the team and learn more about this position, while discussing my qualifications for this role!

Thank you for your consideration,

Melissa Weisman