



# MELODY NESSLAGE

BRAND DESIGNER

## PORTFOLIO |

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## EMAIL |

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## REFERENCES |

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# EMPLOYMENT

## Banowetz Marketing | September 2021 - November 2022

### Brand Designer (promotion)

*Along with everything listed under "Graphic Designer" position:*

- Manage clients with regular meetings, communication & team collaboration.
- Establish visual brand standards (logo, colors, typography & photography).
- Design responsive websites using SEO best practices.

## Banowetz Marketing | October 2018 - September 2021

### Graphic Designer

- Create organizational systems for project storage, workload & time tracking.
- Manage monthly financial categorizing, reconciling & invoicing.
- Strategize & implement digital & print projects, including deliverable files such as guides, reports, wireframes, etc.
- Design & print large format projects such as banners, backdrops, billboards, vinyl graphics, etc.
- Copywriting & design tasks for ongoing campaigns (social media, podcast, blogs, lead generation, e-commerce, workbooks, mailing set & digital ads).
- Audio & video editing.
- Hard & soft proof projects & create digital mockups.

## CVS Pharmacy | May 2018 - November 2020

### CPhT

- Apply knowledge of prescription drugs, simple compounding, state regulations, calculations & measurement conversion to process & fill prescriptions, as well as identify & resolve *Sig.* errors.
- Communicate with doctor's offices & insurance companies.
- Weekly inventory of OTC drugs & ordering pharmacy supplies.
- Follow procedures to keep an organized, efficient & sanitary workspace.

## J & A Printing | June 2016 - October 2016

### Pre-Press Intern

- Digital & physical proofing using regular & large format printers.
- Operate pre-press machine to create printing plates, ensure their quality & find solutions for plate jams or machine malfunctions.

## Target | March 2016 - May 2018

Guest Service Associate & Cosmetics Trainer

## Pizza Hut | 2012 - 2017

Shift Manager & Server

# TECHNICAL EXPERIENCE

## ADOBE

- Illustrator
- InDesign
- Photoshop
- Lightroom
- Dreamweaver
- Premiere Pro
- Animate
- After Effects
- Fresco
- Audition
- XD
- Express

## OTHER

- WordPress
- Elementor Pro
- WooCommerce
- Gravity Forms
- Flywheel
- Canva
- Teamwork
- Asana
- Ubersuggest
- Google Analytics
- Google API
- Search Console

# EDUCATION

## Kirkwood Community College | 2015 - 2017

Associate of Applied Science in Graphic Communication Technology

## Phi Theta Kappa Honor Society | 2015 - 2017

## Study abroad course in Italy | 2017

Focus on architectural design, illustration, photography & communication. Practice with 'resourceful navigation' was a bonus.

## Vinton-Shellsburg High School | 2011 - 2015

High School Diploma