

MELISSA L. ROSE

557 Pine Ridge Place • Raleigh, NC, 27609 • 919-247-7026
Email: melissa@roz-graf-x.com • Online Portfolio: www.roz-graf-x.com

PROJECT MANAGER ♦ GRAPHIC DESIGN & WEBSITE DEVELOPMENT

*Advanced Website Layout / Design • Digital Images • Catalogs • Business Cards
Advertisements Web Graphics • Logos • Marketing Materials • Postcards • Corporate Letterhead*

Accomplished, detail-oriented professional with history of delivering high quality graphic and web design projects on time and within budget. Expertise at optimizing customer satisfaction levels by managing communications to determine project specs and accurately forecast delivery times. Proven ability to collaborate / liaise with printers and clients to ensure project success. Organized multi-tasker who thrives in creative environments. Passion for photography; hands-on experience with black / white darkroom processing, studio lighting, portrait imagery, and video editing. Strong computer background; skilled at hand-coding HTML / CSS in a clean, reusable, and expandable manner.

AREAS OF EXPERTISE

- ♦ Full Lifecycle Project Leadership
- ♦ Customer Service / Relations
- ♦ Problem Identification / Resolution
- ♦ Quality Assurance & Control
- ♦ Schedule Forecasting & Monitoring
- ♦ E-mail Marketing Campaigns
- ♦ Project Management Systems
- ♦ Print Collateral Design
- ♦ Database Integration
- ♦ Search Engine Optimization
- ♦ E-Commerce Industry
- ♦ Online Marketing
- ♦ Social / New Media
- ♦ Digital Photography
- ♦ Lead Generation
- ♦ Team Leadership

Technical Proficiencies: Mac / PC Operating Systems • Adobe CS5: Photoshop, Illustrator, InDesign, Dreamweaver Fireworks, and Flash • Adobe Acrobat 9 • Quark Xpress • HTML • CSS • PHP • Mobile Apps • MS Office

PROFESSIONAL SUMMARY

eWAY DIRECT

Raleigh, NC

Interactive Designer

Jan 2011 to July 2011

- Create code and build emails from client PDF including content manage templates, signup pages (action links) and respond pages and more.
- Troubleshoot rendering issues with images tables and code by follow email best practices and testing through Return Path.

FAST PIVOT

Raleigh / Asheville, NC

\$1.5M E-commerce provider of retailing strategies, designs, and technologies for online outlets

Project, Client Services, and Logistics Manager – Graphic & Website Design

Jan 2008 to Nov 2010

- Ensured high satisfaction levels by working extensively with clients to determine project specs and procedures.
- Allocated projects to appropriate staff members, coordinated schedules, and oversaw / monitored project production.
- Elevated project efficiency by accurately organizing and managing clients' production and budget documents and reports.
- Collaborated / coordinated with internal departments and management to resolve problems, determine optimal project procedures, and communicate Company policies to staff.
- Monitored project management systems and synchronized/updated client projects via SalesForce CRM software.

DIGITAL GRAPHICS PRINTING

Bradenton, FL

Provider of high quality prepress, graphic design, and run indigo digital printing press services

Graphic & Website Designer

Oct 2006 to June 2007

- Leveraged Mac-based digital press to create business cards, booklets, instruction manuals, postcards, flyers, CD/DVD sleeves, newsletters, catalogs, presentation handouts, and calendars with different paper weights and finishes, (such as gloss, semi-gloss, and matte).

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- Increased customer satisfaction by designing and expediting business card orders.
- Researched and developed print projects through color schemes, layout styles, and typography; collaborated with customers to determine their likes / dislikes and establish styles, content, and messaging.
- Designed mailers for bulk postcard campaigns targeting specific geographic locations.
- Cleaned up and re-sized images by leveraging expertise with Photoshop.
- Created new logo and re-vamped existing logo by utilizing Adobe Illustrator.
- Designed website by applying skills with Photoshop, Dreamweaver, FTP, and SEO.

WEBSITE PROS

Jacksonville, FL

\$106.5M provider of website-building tools and services, online marketing, lead generation, E-commerce, and technology solutions targeting small and medium-sized businesses

Customer Website & Graphic Designer

Jan 2005 to July 2006

- Managed customer relationships; communicated website / web-marketing concepts, status, risks, technical functionality, and other issues to clients. Assisted customers with both “Do-It-Yourself” (DIY) and “Do-It-For-Me” (DIFM) projects.
- Estimated project timelines to accurately schedule deadlines; followed through to ensure on-time delivery of high-quality products.
- Educated customers on Company’s web usability and accessibility standards.
- Performed troubleshooting to identify / resolve page layout and browser compatibility issues.

FREELANCE PROJECTS

Rose Design Graphics – Raleigh, NC (2011)

- Business Cards, Website, Banner, Clothing Label, Logos, and Post Card Designs.

Performance Impact | Market Smart – Raleigh, NC (2010)

- **MarketSmart:** Create and modify advertisements for SUBWAY restaurant, including posters, flyers, and banners.
- **Performance Impact:** Conduct quality-checks on materials such as PowerPoint and InDesign presentations, brochures, and handouts; receive emailed updates and copy / paste as needed.

Brigantine Financial – Tampa, FL (2006 to 2007)

- Redesigned, modified, and added new content (including text and images) to website.

Warren Realty Corporation – Jacksonville, FL (2004 to 2006)

- Conceptualized, designed, and directed layout of corporate print collateral, including logo, business cards, letterhead, “thank you” cards, envelopes, and mailing labels.

Café Andiamo – Ponte Vedra Beach, FL (2004 to 2005)

- Designed layout and paper style for Restaurant’s lunch, dinner, and carry-out menus, business cards, postcards, and flyers.

EDUCATION & ASSOCIATION MEMBERSHIP

Bachelors of Fine Arts – Graphic Design & Web Design (Minor in Photography)

University of North Florida – Jacksonville, FL

Associates in Science / Graphic Design

State College of Florida – Bradenton, FL

American Institute of Graphic Artists (AIGA) – Active Raleigh Member