

MELANIE LINDSEY

Dependable & collaborative creative services professional offering expertise in marketing & design. Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro) & Microsoft Office (Word, Excel, PowerPoint). Familiar with digital & offset printing processes. Excellent communication skills & consistently positive attitude. Highly organized with strong attention to detail. Able to handle multiple projects simultaneously while remaining invested in accuracy & quality of work.

CONTACT

melanierlindsey@gmail.com

PORTFOLIO

melanielindsey.com

EDUCATION

Columbia College Chicago
Bachelor of Arts (BA)
Art & Design

CERTIFICATIONS

Inbound Marketing
Certification via HubSpot

SKILLS

Adobe Creative Suite
Microsoft Office
Mailchimp
HubSpot
WordPress
Squarespace
Google Analytics
Google Ads
social media
critical thinking
problem solving
organizational skills
adaptability
teamwork
copywriting
SEO
photography
video editing

WORK EXPERIENCE

Jell Brand Strategy • **CREATIVE SERVICES MANAGER & DESIGNER** • JUNE 2020–AUGUST 2023

Design, production & prepress

- Complete production, layout & typesetting for projects such as annual reports, publications, marketing collateral, email campaigns, websites, signage & exhibits while adhering to established brand guidelines.
- Prepare final files for digital & print materials, including color correction & image optimization.
- Design cohesive identity systems.
- Create Microsoft Word & Adobe InDesign templates for client use.

Management & quality control

- Manage client relationships. Assess scope of work & client goals, track receipt of assets, send progress updates & ensure final deliverables meet client expectations.
- Conduct training sessions to instruct clients in usage of content management systems & templates (Word, InDesign, email).
- Lead print projects from beginning to end, including sourcing print vendors, determining project specifications, estimates & schedules, tracking budgets & timelines & quality assurance.
- Act as liaison between vendors, clients & designers. Maintain clear & consistent communication.
- Assess & approve proofs, attend press checks & inspect final print pieces before client hand-off.
- Test website functionality & responsiveness in multiple browsers & on various devices.

Photography, illustration & video

- Produce hand-drawn & digital illustrations for internal & client projects.
- Handle post-production of videos for website banners, marketing & fundraising campaigns.
- Shot architectural photos for exhibit project & photos/video for nonprofit annual appeal project.

Digital marketing & communications

- Deploy Google Ads & social media ad campaigns. Monitor performance, make adjustments & report on metrics.
- Write & implement SEO titles & meta descriptions for websites.
- Implement website content updates, either via content management systems or minor edits to HTML, PHP, or CSS code.

Jell Creative • **OFFICE MANAGER** • DECEMBER 2014–JUNE 2020

Office administration & quality assurance

- Improve efficiency of day-to-day office operations.
- Proofread & suggest copy edits for a wide variety of communications.
- Maintain filing systems for digital assets & project files, as well as physical portfolio samples.
- Research, select & license stock photos, videos, music & fonts for projects, as needed.

Estimation & invoicing

- Review requests for proposals (RFPs) & collaborate with management team to create proposals, including estimation, timelines, contracts, company info & case studies.
- Monitor time tracking software, check project budgets & send time/cost-to-date reports to team.
- Handle final reconciliation of projects. Prepare & send ad hoc & project invoices to clients.