



MELISSA ROTHMAN

716-907-4999

melsrothman.com

melissarothman@melsrothman.com

SKILLS

Proficient in Adobe Creative Cloud programs. Most skilled in using Adobe Illustrator and Adobe Photoshop. Also skilled use in Canva, Wordpress, Meta business Suite, and GSuite software.

CERTIFICATIONS

Asana Foundations

Hubspot Academy
November 2024

Social Media

Hubspot Academy
August 2021
- Recertification in Progress

COMPETENCY

GRAPHIC DESIGN

9 years

SOCIAL MEDIA MANAGEMENT

4 years

PHOTOGRAPHY

20+ years

WORK EXPERIENCE

SOCIAL MOXIE/ADG COMMUNICATIONS

CONTRACT GRAPHIC DESIGNER/ SOCIAL MEDIA MANAGER

06/2024-03/2025

Designing various promotional materials — print and digital.
Managing social media posts for prime engagement.
Design team coordination to manage project progress.
Regular client meetings to ensure design needs are met to client standards.

BRUCKMAN MEDIA

CONTRACT GRAPHIC DESIGNER

03/2023-04/2024

Advertisement campaign design for local companies.
Designing printed, digital, and large scale materials.
Managed social media content, including photography.
Structured client meetings for progress management.

BEE GROUP NEWSPAPERS

GRAPHIC DESIGNER

06/2022-7/2023

Responsible for advertisement layout and design.
Created spec ads for client engagement and retention.
Managed page layout for special inserts.

THE BFLO STORE

SEASONAL MARKETING MANAGER

11/2021-01/2022

Managing social media platforms, including Instagram and Facebook.
Photographed, priced and managed e-commerce via Shopify.
Designed in store branding.

SUNSPIN MEDIA

MARKETING AND DESIGN COORDINATOR

07/2019-04/2020

ASSOCIATE DIRECTOR, MARKETING AND PRODUCTION

04/2020-06/2021

Design, preparation and fishing of digital and print materials for various clients.
Assessing social media statistics for best posting times.
Monitor comments and interactions on multiple social media platforms.
Maintain websites using wordpress and similar back-end editing software.
Creating email newsletters.
Interviewing and monitoring interns and assessing progress and Performance.
Planning social media content and delegate tasks to team at weekly meetings.

YOUR HEALTH WEALTH HAPPINESS AND SPIRIT

EXECUTIVE EDITOR

04/2020-06/2021

Coordinating writers and content for SunSpin Media's in house magazine.
Placing content in the layout and editing as needed.
Improving graphics and layout.
Overseeing the rebranding from to add "Spirit September 2020 through February 2021.

FREELANCE GRAPHIC DESIGNER

01/2016-Present

Specializing in logo design.
Products ranging from invitations to social media graphics.
Portrait and product photography.

Bachelor of Fine Arts

Communication Design
Buffalo State College
2017

Associate in Arts

Erie Community College
2011