



MELISSA ROTHMAN

melsrothman.com

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716-907-4999

BEE GROUP NEWSPAPERS

GRAPHIC DESIGNER

06/2022-Present

Updating current ads for print and creating spec ads for presenting to potential new clients. Managing special shopper inserts, including creating and updating ads and layout of ads on the page.

THE BFLO STORE

SEASONAL MARKETING MANAGER

11/2021-01/2022

Managing Instagram stories - planning, preparing, and posting content for seasonal sales. Product photography for website and social media.

Working with brand manager to gather content for socials.

Adding items to e-commerce website through Shopify website platform.

Tagging inventory with pricing and re-stocking shelves.

Designing store signs and placing them on the shelves and displays.

Social media, website, branding, and marketing proposals for use in the future.

SUNSPIN MEDIA

ASSOCIATE DIRECTOR, MARKETING AND PRODUCTION

04/2020-06/2021

Coming up with digital and print materials.

Assessing social media statistics for best posting times.

Plan out social media schedules and assign tasks to team.

Monitor comments and interactions on multiple social media platforms.

Maintain websites using wordpress and similar back-end editing software.

Creating email newsletters.

Interview interns and assign and oversee their work.

Design digital and print materials for clients.

Preparing orders for print and cutting them down.

SUNSPIN MEDIA

MARKETING AND DESIGN COORDINATOR

07/2019-04/2020

Coming up with digital and print materials.

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.

Help to monitor internships from initial interviews up until their last day.

Design digital and print materials for clients.

Preparing orders for print and cutting them down.



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WORK EXPERIENCE

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

Client based work ranging from logo design to invitation design to social media graphics.

Graphic prints based on song lyrics.

Business cards and other print materials.

Portrait and product photography

EDUCATION

Bachelor of Fine Arts

Communication Design

Buffalo State College

2017

Associate in Arts

Erie Community College

2011

HONORS

Buffalo State

Honors Convocation - Spring 2015, 2016, 2017

Buffalo State Dean's List - Fall 2013, 2014, 2015

Erie Community College

Dean's List - Fall 2009, Spring, Fall 2010, Spring and Fall 2011

Phi Theta Kappa International Honor Society.

COMPETENCY

Adobe Creative Suite

Adobe Premier

After Effects

Wordpress

Firey Software

Basic HTML and CSS

Microsoft Office

Microsoft Excel

Microsoft Teams

Mailchimp

Canva

iContact

Shopify

GSuite

VOLUNTEER WORK

Volunteer, Phi Theta Kappa

-Tennessee storm clean up.

-Re-Tree Western New York

Volunteer, Meals on Wheels

-Holiday gift wrapping.

OTHER SKILLS

Photography

20 years amateur experience

Article Writing

The Game of Nerds

- 12/2020 through present.

Nerd Alert News

- 02/2019 through 08/2020.

CERTIFICATIONS

Social Media

Hubspot Academy

August 2021

- Valid through Sept 2023