



# MELISSA ROTHMAN

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## **BRUCKMAN MEDIA** **CONTRACT GRAPHIC DESIGNER** **03/2023-04/2024**

Designing printed, digital, and social materials for various clients.  
Attend weekly meeting with clients for state of business updates.  
Take and edit various types of photos for use on social media.  
Creating captions for social media.  
Taking meeting minutes.

## **BEE GROUP NEWSPAPERS** **GRAPHIC DESIGNER** **06/2022--7/2023**

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.



WORK EXPERIENCE

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 sotware.
- 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.

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

VOLUNTEER WORK

**Volunteer, Phi Theta Kappa**

- Tennessee storm clean up.
- Re-Tree Western New York

**Volunteer, Meals on Wheels**

- Holiday gift wrapping.

COMPETENCY

- Adobe Creative Suite
- Wordpress
- Microsoft Office
- Microsoft Excel
- Microsoft Teams
- Mailchimp
- Canva
- iContact
- Shopify
- GSuite

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/Fall 2011

Phi Theta Kappa International  
Honor Society.

OTHER SKILLS

**Photography**

20 years amateur experience

**Article Writing**

The Game of Nerds  
- 12/2020 through 03/2023.

**Nerd Alert News**

- 02/2019 through 08/2020.

CERTIFICATIONS

**Social Media**

Hubspot Academy  
August 2021  
- Valid through Oct 2025