



MELISSA ROTHMAN

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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
- Valid through Oct 2025

COMPETENCY

GRAPHIC DESIGN

8 years

SOCIAL MEDIA MANAGEMENT

4 years

PHOTOGRAPHY

20+ years

WORK EXPERIENCE

SOCIAL MOXIE/ADG COMMUNICATIONS

(ADG acquisition of Social Moxie)

CONTRACT GRAPHIC DESIGNER/ SOCIAL MEDIA MANAGER

10/2024-03/2025

Managing and designing social media content and scheduling for various clients.

Designing various printed materials.

Meeting with clients regularly to track progress of current projects.

Daily meetings with design team for critiques and tracking progress.

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 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 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

Client based work ranging from logo design to invitation design 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