

MELISSA GOLDSTEIN



CONTACT

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EDUCATION

BACHELOR OF FINE ARTS

Concentration in Graphic Design
University of North Florida
Jacksonville, FL

SKILLS

I have a passion to create inspiring designs by using both traditional and non-traditional outlets. I am a versatile graphic designer with experience ranging from newsletters, advertising campaigns, outdoor design, post production, social media, and website design. I am a highly enthusiastic, hardworking and driven artist, finding unique examples to influence everyday life.

TECHNICAL SKILLS

Adobe InDesign
Photoshop
Illustrator
Microsoft Office
Web/Email Production Sites
Constant Contact
Social Media

EXPERIENCE

SENIOR GRAPHIC DESIGNER *CancerCare*

2018 - Present | New York, NY

- Creatively direct the Communications Department on all major design projects across the organization as well as managing the creative process for design projects, from concept through production and completion, including both print and online projects.
- Develops and enforces the consistency of the brand identity throughout all print and online projects, including publications, marketing collateral, events promotion, and promotional items.
- Manages vendor relationships, including external printers, freelance designers, and photographers.

SENIOR GRAPHIC DESIGNER *D&B Engineers and Architects, P.C.*

2016 - 2018 | Woodbury, NY

- Responsible for the design of multiple print and digital projects including brochures, proposals, sell sheets/profiles, internal and external newsletters, advertisements, and trade show graphics.
- Creation and maintenance of branding guidelines including strategy for the company website, business cards, large scale events and advertising.
- Management of social media accounts for all marketing campaigns including LinkedIn and Facebook.

GRAPHIC DESIGNER/MARKETING SPECIALIST *Select Nutrition*

2014 - 2016 | Uniondale, NY

- Responsible for designing a range of marketing and advertising initiatives including media guides, contracts, sell sheets & trade show materials.
- Manage the production and timing of a monthly catalog while coordinating with the various brand artwork for monthly catalog.
- Coordinate internal and external services including media brokers, printers, and other vendors as needed.

GRAPHIC DESIGNER *Temple Beth Sholom*

2009 - 2014 | Roslyn Heights, NY

- Curate content and design of monthly newsletter to ensure the publication is sent out to the 900 members of the congregation on time.
- Provide marketing and design support for the Religious School, Early Childhood Center, High School and Membership departments.
- Design for events and branding through creation of invitations, programs, posters, postcards, and social media.

GRAPHIC DESIGNER *Clear Channel Communications - Outdoor Division*

2007 - 2009 | Boston, MA

- Design outdoor advertising campaigns for clients, both locally in New England and nationwide, using Photoshop and InDesign to create one of a kind billboards and other advertisements that aligned with campaign messaging and brand standards.
- Developed a full line of category-specific sell sheets and marketing collateral used by the sales team to drive new business.
- Create marketing materials such as brochures, Powerpoint presentations, and leave-behinds to generate new clients.