



MELISSA SHERMAN

Creative Designer & Consultant

"Her talent showcases creativity & skills not only in design, but also in critical studies, where her experiences & intellectual prowess shines." -Dr. Ibroscheva, SIUe Chair

"Creative, hardworking, fun, & personable" - Cory Byers, SIUe

"An intelligent & motivated individual with a winning addictive attitude. She wears many hats; sales, customer service, & her photography & ad design skills are of equally excellent quality. Delightful person to be around and work with, I enjoyed when she was in the office..." - Ron Harris, IT Manager

"If you give her a chance, she is absolutely capable of accomplishing great things..." - Donna Hale, SIUe

EDUCATION

- Southern Illinois University Edwardsville

Masters of Science Mass Comm: Media Influence & Law

Completed 2016 GPA 4.0
Presented Thesis In New York

Bachelors of Science, Major In Mass Communications: Advertising & Marketing; Minor in Public Relations

Completed in 2014

- Iroquois West High School

Dual Credit provided by Kankakee Community College; Senior President, Junior & Sophomore Treasurer, etc.

CONTACT

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TOP SKILLS

- Resourceful & Quick Learner
- Experience in programs from Microsoft to Adobe including InDesign, Lightroom, basic web and graphic design. Photography & video experience.
- Skill sets ranging from verbal, written, & visual communications skills to organizational skills, critical thinking & problem solving, & research experience

PROFESSIONAL EXPERIENCE

- Arsenal Marketing Strategies | Creative Marketing Director

Dec 2019 – Present | Contract

- Develop on brand designs for print, digital, & social media usage
- Produce ideas for client's branding, promo campaigns, & marketing.
- Create & manage content based on individual client requirements.
- Ensure the company's daily workflow, projects, and deadlines are on track.
- Build websites that showcase the client's brand and highlight their mission.

- Hearst Media: Edwardsville Intelligencer | Editorial & Sales

2014 – 2018 | Editorial Page Editor

- Develop page design and utilize layout software to assemble text, photos and other content in an aesthetically pleasing easy-to-read arrangement.
- Perform various editorial tasks, such as creating headlines and captions, retrieving and copyediting content.
- Sit-in Photographer and Sit-In Editor as needed.

2013 – 2014 | Multimedia Specialist

- Print & Digital Advertising Marketeer - Sales goal achievement, building customer loyalty, and solution selling
- Develop relationships within the various decision-makers and influencers at all levels at each target account.
- Generate new business through analysis of territory to identify new customers and markets
- Grow existing accounts through execution of proactive sales plans
- Deliver service through consultative sales, preparing presentation materials, determining customer needs and requirements, and offering solutions
- Social Media Management & Marketing

- Southern Illinois University Edwardsville | Webmaster (GA)

2015 – 2016

- Social Media Management and Marketing
- Design SIUe Mass Comm blog, analyze, and improve
- Maintain and optimize blog page content and website performance

Other various work experience

Bartender & Server | FlagSticks Bar & Grill, Port Orange, FL 7/2018-2020

Freelance Consultant | Mobile Publicity LLC - Port Orange, FL 6/2018

Ad Sales Representative | The Telegraph, 2012-2014

Advertising & Marketing Intern | Belleville News Democrat, Belleville, IL 2011

Server | 54th Street Bar & Grill, Edwardsville, IL 2010-2012

Sales Representative | Dairy Queen, Edwardsville, IL 2010

Front Desk | Hostess Red Robin, Edwardsville, IL 2009

Motivational Counselor & Residential Advisor | Wellspring Academies, NY 2008

Sales Representative & Style Coordinator | Torrid, Inc., West County, STL 2007