

# MELISSA INFANTINO

*Communication Designer + Illustrator*

**BRANDING // ILLUSTRATION // COMMUNICATION DESIGN // WORDPRESS DESIGN // PRINT DESIGN**

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LOGOTYPES / TYPOGRAPHY / HTML / CSS / ADVERTISING / DIGITAL MARKETING / DESIGN / DIGITAL ART / VECTOR ART / ILLUSTRATION

# MELISSA INFANTINO

Communication Designer + Illustrator

📅 Date of birth: 09/11/88

✉ hello@melissaidesign.com

📍 Location: Niagara Falls

🌐 www.melissaidesign.com

📱 Mobile: 716 946 8236

🌐 linkedin.com/in/melissainfantino

## SKILLS

### CREATIVE

95%

95%

PHOTOSHOP

### LEADERSHIP

85%

90%

INDESIGN

### ORGANIZATION

98%

95%

ILLUSTRATOR

### TEAMWORK

85%

50%

AFTER EFFECTS

## AWARDS

### 🏅 45th ANNUAL JURIED STUDENT SHOW

A drawing of mine was selected to be part of a yearly exhibition at SUNY Oswego in 2009.

### 🏅 VISUAL STUDIES SCHOLARSHIP RECIPIENT

Each year 2 incoming freshmen in the Art Department at Daemen College are selected to receive a yearly scholarship based on a portfolio review.

### 🏅 DRAWING ON PERMANENT DISPLAY

After graduating Niagara Wheatfield, a drawing of mine was selected to go on permanent display at the high school.

## HOBBIES

LIVE CONCERTS • MUSIC FESTIVALS • NATURE STUFF  
SHOE COLLECTING • KITTEN OWNING • WINE  
CONSUMPTION • PETTING STRANGERS DOGS

## EXPERIENCE

» 10/2014 - PRESENT

### TxMQ, Inc. // INTERACTIVE MARKETING COORDINATOR

My primary role at TxMQ is managing the marketing department in every aspect. A major focus of mine is our Wordpress website re-design project which is on-going. I also manage ads, aid in conference prep, and various print projects. I recently developed and implemented a company wide style guide to help strengthen our image going forward across all aspects of our internal and customer facing materials.

» 06/2011 - 10/2014

### REEDS JEWELERS / JENSS DÉCOR // WEBSITE MANAGER

My role at ReedsJenss started out as an Advertising Assistant in a 3 person Marketing Department. This included but was not limited to email marketing, product photography, social media campaigns, in-store event planning, website promotions, contests, print materials, in-store signs for all ReedsJenss, & PANDORA locations as well as assistance with in-house commercial production as needed.

My role as Website Manager came to be after a series of events that ultimately led to a total site overhaul using WooCommerce and Wordpress right before Christmas 2013. Post design I was then in charge of all aspects of our website promotions; including delegating work for each aspect of a promo amongst the team, analytic tracking, email marketing social media engagements, as well as fixing bugs as they arose.

» 11/2010 - 06/2011

### PEOPLE INC. // PART TIME GRAPHIC DESIGNER

At the completion of my internship with the agency, I was offered a part time placement with the same responsibilities as listed below. During this time I pioneered the agency's first venture into video production with the first agency holiday ad.

» 11/2010 - 06/2011

### PEOPLE INC. // GRAPHIC DESIGN INTERN

I was hired as an intern for the sole Graphic Designer at the agency. I assisted her with the production of internal and external print materials, digital ads, social media campaigns and other marketing related needs.

## EDUCATION

» 2009 - 2011

UNIVERSITY AT BUFFALO / AMHERST, NY  
B.F.A., Communication Design / MAGNA CUM LAUDE

» 2007 - 2009

SUNY OSWEGO / OSWEGO, NY  
Graphic Design

» 2006 - 2007

DAEMEN COLLEGE / AMHERST, NY  
Art Education

» 2002 - 2006

NIAGARA WHEATFIELD SENIOR HIGH / SANBORN, NY  
Advanced Regents Diploma, General Studies/Art