

mello

Graphic Designer

 Nick Mello

 Orlando, FL

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 mellofolio.com

EDUCATION

- Bachelor of Science
in Computer Art
May 2015
SUNY Oneonta
Oneonta, NY
- Associate of Applied Science
in Graphic Design
May 2013
Rockland Community College
Suffern, NY

SKILLS



EXPERIENCE



Production Assistant, TT Publications, Inc., Winter Springs, FL May 2016 – Present

- Design ads for the company's print publication *Tow Times* magazine
- Adapt *Tow Times* from print to digital using Flipbooks by 3D Issue
- Conceptualize and execute Facebook ads
- Grow the company's social media following, engagement and reach
- Create print collateral including, but not limited to calendars, postcards, mouse pads, brochures, etc. for national clients through our marketing division, MarketSmart
- Oversee email marketing for the company using iContact and Mailchimp
- Update client WordPress websites with new photos or text
- Promote and market the company's different divisions via web and print
- Travel to Chattanooga, TN to act as photographer and social media liaison for our annual event, the Tennessee Tow Show
- Revise and refresh the company's many different WordPress websites including towtimes.com, tennesseetowshow.com and towsummit.com
- Organize and categorize nationwide entries for our annual tow truck beauty contest, Shine 'n Star, using Microsoft Excel and shinenstar.com

Resident Advisor, SUNY Oneonta, Oneonta, NY Jan. 2014 – May 2015

- Aided residents with personal and academic issues
- Planned, developed, arranged, and implemented monthly educational and recreational programs for over 200 residents
- Ensured and maintained a safe and secure living environment while enforcing college campus rules and regulations

Marketing/Graphic Design Intern, Charm14, Stony Point, NY March 2013 – May 2013

- Designed and created commercial and promotional advertisements for the company's iPhone purses and accessories

Page Designer, Straus News, Chester, NY Oct. 2010 – May 2011

- Laid out text and photographs in Adobe InDesign for newspaper publications for print circulation in the New York/New Jersey area