



Phone No.  
512.297.0805

Email  
melissa@reddesigncreates.com

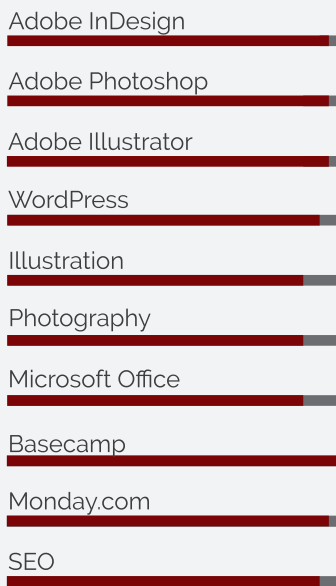
Web Portfolio  
melissabrooks.xyz

# MELISSA BROOKS

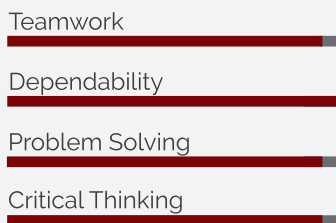
## CAREER OBJECTIVE

Talented and results-oriented Graphic Designer seeking to help an organization drive client satisfaction, increase cross-functional marketing team engagement, and achieve results through beautiful dynamic design work.

## HARD SKILLS



## SOFT SKILLS



## EDUCATION

University of Texas at Austin  
Bachelor of Fine Arts

## LOCATION

Pawtucket, RI 02860

## EXPERIENCE

2000 - present

### CREATIVE DIRECTOR / OWNER

RedDesign - Pawtucket, RI

- Web design, print & screen printing design including logos, ads, branding packages, and promotional/marketing materials
- Work with clients determining design concepts and desired branding that ultimately results in specific and unique finished pieces that are professional and eye-catching
- Collaborate with printers, installers, and other web developers, delivering a finished product to the clients' door
- Able to work under tight deadlines, juggling multiple projects, clients, printers and service bureaus

2013 - present

### CREATIVE DIRECTOR

Plum Direct Marketing - Dartmouth, MA

- Managed a team of 17, including web developers, graphic designers, social media experts and writers
- Work included all digital marketing: websites, email, AdWords, retargeting and all print: branding, promotional and direct mail
- Knowledge and implementation of SEO best practices
- Efficiency and creative feedback under tight deadlines
- Nurture and motivate creative team, brainstorming out-of-the-box ideas that also aligned with the client's goals and branding
- Responsible for all in-house marketing and branding

2005 - 2012

### SENIOR GRAPHIC DESIGNER

TWGplus - Austin, TX

Formulated concepts and design for direct mail and interactive solutions for higher education marketing

Designs were created to generate a high interactive response, as well as convey the experience and philosophy of each specific college or university, while strictly adhering to their design and branding standards

In-house marketing and design

Mentored and guided junior designers

Oversaw all print production and pre-press preparation

Position required excellent color and color correction skills