

8335 Centra Rd.
Paso Robles, CA
93446

Hello there!

I am an honors graduate from California State University Northridge and a continuing student working toward my Master of Fine Arts degree in Advertising at the Academy of Art University. I am currently seeking to expand my experience and work for a company where I can best utilize my skills.

I have an unparalleled work ethic, uncanny ability to operate under stressful conditions and a strong desire to learn and excel.

I know you're busy, so I appreciate you taking the time to review my resume and I hope to be able to meet with you soon to discuss my qualifications.

Sincerely,



Melinda Meyers



PHONE: (310) 409-6382 EMAIL: Melinda@EvisionDesigns.com Paso Robles, CA

MELINDA MEYERS

PHONE: (310) 409-6382 EMAIL: Melinda@EvisionDesigns.com Paso Robles, CA

Education: B.S. in Marketing, California State University Northridge - Northridge, CA. Honors graduate.
Master of Fine Arts, Academy of Art University - San Francisco, CA. In progress.

Objective: To obtain the experience needed to become a successful Account Planner in advertising.

Highlights:

- Ability to adapt and operate under high stress conditions while maintaining efficiency and quality work
- Advanced knowledge of the PC & Mac environments to include MS Office, CS5, Final Cut Express
- Graduated with honors, learn very quickly, speak conversational Spanish, excel in multi-tasking, am detail oriented and have a strong work ethic

RELEVANT SKILLS & EXPERIENCE:

MARKETING

- Acted as marketing consultant for small to medium sized businesses in the Los Angeles area
- Developed implementable marketing plans and marketing strategies
- Conducted necessary research to include the identification of competitors, target markets and psychographic niches
- Prepared and delivered presentations of findings to clients via PowerPoint
- Generated questionnaires and utilized statistical techniques to collect and interpret primary and secondary data as a means to solve marketing management problems

ADVERTISING

- Developed fully integrated advertising campaigns (ambient, radio, commercial, mobile apps, and print) for USPS, Oreo, Gorilla Glue, Nestlé, Fix-a-Flat, Wheaties Fuel, Wag Hotel, Sweet Leaf Tea, Pennzoil, Merry Maids, Ortega, and Farmers Insurance
- Designed logos for local entrepreneurs
- Aided in the development of web content for local clients for Evision Designs. (www.evisiondesigns.com)
- Explored typographic design and layout techniques to effectively communicate advertising concepts
- Developed creative briefs based on primary and secondary research and creatively focused and fully integrated advertising campaigns (ambient, radio, commercial, print)
- Developed flyers, brochures and coupons

WORK HISTORY

2010 - Present	Mktg Consultant/Graphic Designer	Evision Designs, Paso Robles, CA
2010 - Present	Advertising Student	Academy of Art University, San Francisco, CA
2007 - 2010	Student/Marketing Consultant	Cal. State University Northridge, Northridge, CA
2008 - 2009	Administrative Officer	Apple One (Temp. Agency), Woodland Hills, CA
2002 - 2004	SIS Coordinator	PRJUSD, Paso Robles, CA
2001 - 2002	Legal Secretary	Apple One, Los Angeles, CA
2000 - 2001	Supervisor	Westamerica Bank, Paso Robles, CA