

melissaella.me
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Education

Savannah College of Art and Design
Atlanta, Georgia
BFA in Advertising Design
magna cum laude
Fall 2006 – Spring 2009

Walt Disney World College
Program—Character Performer
Orlando, Florida
Spring 2006

Sam Houston State University
Huntsville, Texas
Fall 2005

Employment

Sephora: Art Director
San Francisco, California
Leading a 5 member team to design,
optimize, and develop 20+ monthly
emails driving the highest digital
vehicle percentage of online sales.
February 2013 – Current

Freelance Interactive Art Director
San Francisco, California
Developed and executed
marketing concepts. Worked
with product teams to produce
and iterate UI and site design.
September 2012 – February 2013

T3 Austin: Art Director
Lead digital advertising for clients
such as Chase, Hotwire and
JCPenney. Worked with UX and IA
to design smart online environments.
Created and presented mobile and
desktop advertising.
May 2010 – September 2012

EnviroMedia Social Marketing
Freelance Art Director: Executed
online and print projects from initial
concept to final product.
March 2010 – May 2010

Creative Intern: Produced creative
projects ranging from banner ads to
designing company holiday card.
August 2009 – March 2010

SCAD: Admissions Department
Student Ambassador: Represented
the college to prospective students
and the Atlanta community.
December 2006 – May 2009

Captain Planet Foundation
Design Intern: Designed mass e-mail
layouts, web banner ads and auction
pamphlet for X-Mas Party.
September 2008 – November 2008

Volunteer Experience

Inneract Project
East Bay Teaching Assistant
February 2013 – Present

Austin Ad Fed Volunteer
December 2009 – September 2012

Center for Puppetry Arts
Fall 2006, Summer 2008

Girl Scouts of America
Fall 1993 – Spring 2005

Skills

Online Advertising and Web Design
Email and E-commerce Design
Integrated Marketing Campaigns
Publication Design

CS5: Adobe InDesign,
Adobe Illustrator, Adobe Lightroom,
Adobe Fireworks, Adobe Photoshop
Familiar with: Adobe Dreamweaver,
Adobe After Effects, CSS, Wordpress

Previous Student Involvement

Office of Resident Life
Residence Assistant
January 2008 – May 2009

Student Activities Council
Founding President
January 2007 – March 2009

AIGA Student Group
Treasurer
September 2006 – May 2007

Awards, Honors and Exhibitions

2010 Student ADDY Awards –
AAF District 7
Gold: Single Magazine Ad

Local Club – Savannah, Georgia
Gold: Single Magazine Ad
Gold: Magazine Ad Campaign

2010 SCADDY Awards
Gold: Single Magazine Ad
Gold: Magazine Ad Campaign
Gold: SCAD Collaboration Award

Dean's List
Fall 2005 – Spring 2009

Betty Anderson
Endowed Scholarship
2008 – 2009 Recipient

SCAD Student Leadership Award
2007, 2008, 2009

SCAD Distinguished Student:
Beaux Arts Ball
Winter 2007

MELISSA ELLA