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## Education

2007-2013  
 ACADEMY OF ART UNIVERSITY, San Francisco, CA  
 Bachelors of Fine Arts, Web Design & New Media

2003-2007  
 MACOMB COMMUNITY COLLEGE, Warren, MI  
 Associates, Art for Advertising

## Work Experience

2017  
**PLANTE MORAN** Graphic Designer / Proposal Team Specialist

- Development of new proposal template to be used firm-wide.
- Interfaced with copywriters and partners to develop a methodology that would relate to current and potential clients.
- Advise clients and partners on strategies to reach a particular audience.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.

2014-2016  
**MERSINO/GLOBAL PUMP**, Art Director / Marketing Coordinator

- Spearheaded the design process for all long-term and short-term corporate marketing projects (inception to completion).
- With a very limited Marketing budget, revitalized and infused consistent brand imagery throughout all platforms of Mersino & Global Pump. Branding efforts included literature, business cards, giveaways, vehicles, trade show displays, a time-lapse video, and the backdrop for a yet-to-be-launched website.
- Managed the creation, delivery and storage of trade show displays.
- Executed marketing e-campaigns, which introduced new financing options for customer base.
- Coordinated the delivery of literature, merchandise, and display materials to our company representatives throughout North America.
- Developed method for generating sophisticated Pump Performance Curves through the utilization of InDesign, Illustrator, and Photoshop. Pump Performance Curves are used by the Sales Team as a visual benchmark when competing for a bid.
- Organized meetings with Engineering and Sales teams in a cross- functional effort to ensure accuracy of all Cut Sheets and Pump Specs.

2013-2014  
**ROUNDTABLE SIX**, Art Director

- Coordinated with 7 member team to develop engaging and innovative graphic designs for flyers, posters and page layouts; provided guidance and direction on complex large scale projects.
- Conferred with clients to formulate objectives, budgets, background information, presentation approaches, styles, and techniques.
- Designed new, on-brand visual elements focusing on messaging and brand. Devised graphical elements, illustrations and infographics upon clients' requests.
- Conceptualized illustration and photography ideas for stories to best portray the content.

2013  
**GENERAL MOTORS**, Customer District Specialist

- Represented GM on the front line as a point of contact and liaison between the customer and GM dealerships. Provided current & relevant information upon customer & dealership requests regarding account/case status, to ensure favorable outcomes.
- Executed first class "Customer Experience" to build and/or maintain customer loyalty.
- Analyzed, investigated and coordinated with GM dealerships to offer the most cost effective value proposition to customers.
- Presented all potential resolutions to customers and carefully managed their expectations.
- Created standardized business case template, which was recognized by management and later utilized by all district specialists.
- Identified up-sell opportunities to drive additional revenues. Empowered to offer customers' Owner Loyalty Certificates, which could be applied toward the purchase/lease of a new GM vehicle.

2011-2012  
**SIGNCO**, Graphic Designer

- Designed graphic elements in Photoshop, InDesign, and Illustrator that would be integrated to clients' literature, business cards, menus, brochures, posters, etc.
- Customized all vinyl banners and signage. These include mesh, indoor/outdoor, window, pole(s) and vehicle banners.
- Worked directly with clients to gain direction on projects, while also providing insight and a multitude of concepts.
- Created slide templates and PPT materials for presentations to clients.

## Professional Skills

PHOTOSHOP	● ● ● ● ● ● ● ● ● ●
ILLUSTRATOR	● ● ● ● ● ● ● ● ● ●
INDESIGN	● ● ● ● ● ● ● ● ● ●
AFTER EFFECTS	● ● ● ● ● ○ ○ ○ ○ ○
QUARKXPRESS	● ● ● ● ● ● ● ● ● ●
ACROBAT	● ● ● ● ● ● ● ● ● ●
FLASH	● ● ● ● ○ ○ ○ ○ ○ ○
PREMIER PRO	● ● ● ● ● ○ ○ ○ ○ ○
FIREWORKS	● ● ● ● ● ● ○ ○ ○ ○
BRIDGE	● ● ● ● ● ● ○ ○ ○ ○
FINAL CUT PRO	● ● ● ● ● ● ● ● ○ ○
MS OFFICE	● ● ● ● ● ● ● ● ○ ○
MAC OS	● ● ● ● ● ● ● ● ● ●
WINDOWS OS	● ● ● ● ● ● ● ● ● ●

## Internships & Volunteer Work

2008-2011  
 EMERALD CITY LIGHTS, Seattle, WA

- Created brand identity through execution of multi-media strategy
- Designed annual posters to advertise and promote fund-raising

2004  
 HALO DESIGNS, Troy, MI

- Prepped product for Corvette photoshoots
- Staged various illumination techniques
- Proofed final shoots and managed photo corrections

## Recognition

2000 National Scholastic Art and Writing Awards (E. Detroit HS)

- Received a perfect score from a panel of "blind" judges.

Leadership Award for Excellence in Your Role (Best Buy)

- Taking ownership of the department and leading in sales for the quarter

10 out of 10 Net Promotor Score (Best Buy)

- Demonstrating behaviors that support the corporate sales model

Sales Team Award (Best Buy)

- Thorough understanding of current company priorities