

melanie la

experience

ePosterBoards // Events & Marketing Associate

AUG 2021 – PRESENT // SAN FRANCISCO, CA

Duties include:

- ▶ organize & manage virtual & in-person events
- ▶ work as IT support for attendees during events
- ▶ update & maintain company website & marketing materials
- ▶ customize event maps & slide decks for client branding
- ▶ design custom registration websites
- ▶ lead, run, & demo virtual platform practice sessions for event organizers, presenters, speakers, etc.
- ▶ organize, review/screen, & keep track of posters, slide decks, video recordings, etc. for each event

Freelance // Branding Designer

JUL 2020 – OCT 2021 // REMOTE & BOSTON, MA

Projects include:

- ▶ type & layout designer for Creating the Culture Magazine
- ▶ graphic designer for Illusion Apparel with focus on Instagram & Shopify: @illusion_apparel_co
- ▶ illustrator/ animator for Youtuber WithBobbie
- ▶ branding designer & event photographer for private Boston-based chef; redesigned brand, website & social media @charlesisadore & charlesisadore.com

Palette Tea Garden // Marketing Assistant

FEB 2020 – JUL 2020 // SAN MATEO, CA

Duties include:

- ▶ created branded content (ex. menus, flyers, etc.)
- ▶ designed decor according to restaurant branding
- ▶ compiled press & influencer outreach
- ▶ attended FOH & administrative planning meetings
- ▶ assisted in staff orientations & trainings

AF & Co // PR, Marketing & Social Intern

SEP 2019 – DEC 2019 // SAN FRANCISCO, CA

Duties include:

- ▶ created 10–20+ press hits for various F&B clients
- ▶ developed master lists of vendors/media contacts
- ▶ moderated & engaged client social media accounts daily
- ▶ created monthly social posting calendars
- ▶ designed original social media content & fliers
- ▶ coordinated 10+ calendar listings per event
- ▶ crafted 2–3 email newsletters per month

Handstand // Design Intern

MAY 2017 – AUG 2017 // SAN FRANCISCO, CA

Projects include:

- ▶ created assets for desktop website & mobile app
- ▶ designed & distributed posters, flyers & Snapchat filters advertising Handstand events
- ▶ organized Guinness world record attempt for most people doing handstands (submitted Dec 2017)

education

University of San Francisco

AUGUST 2016 – MAY 2020

SAN FRANCISCO, CA

B.A. Advertising, Cum Laude
Minors in Chinese Studies & Design
GPA: 3.51

Delta Delta Delta, Epsilon Rho Chapter

ACTIVE FALL 2016 – SPRING 2020

Founding Member (2016)

Director of Social Events (2019)

Job include:

- ▶ planned and executed social and sisterhood events for chapter
- ▶ implemented sorority-wide risk management procedures

Alumni Chapter Member (2020)

skills

Figma

Sketch

Adobe Suite

HTML, CSS, p5

Microsoft Suites

Customer Service

Event Organizing

Teamwork

Time Management

Cantonese

Mandarin

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design portfolio
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