

Melissa Gordon

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SKILL SUMMARY

Senior graphic designer with 19 years of experience working with brands in both a marketing and design capacity. Brand identity development, print collateral, digital, motion and video marketing. Recognized for bold, imaginative, goal oriented design. Marketing strategy development across channels for customer engagement through impactful and iconic visual storytelling. Expert Adobe Creative Suite designer. Highly knowledgeable about modern marketing and communications strategies and design best practices.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER June 2022 - July 2023

Sonoma Media Investments, Inc. // Santa Rosa, CA // pressdemocrat.com

Design development of digital and print ads for SMI properties, including the Press Democrat, North Bay Business Journal, Sonoma Magazine. Worked closely with Director of Marketing, Audience Development and event teams to create effective subscriber growth, retention and event attendance campaigns.

FREELANCE GRAPHIC DESIGNER Aug 2007 – Present

Mesugo Design // Santa Rosa, CA // mesugo.com

Branding, print/digital marketing and web design on project based or ongoing basis for Bay Area clients.

KEY CLIENTS: Pearson Education, Autodesk, Friedman's Home Improvement, Famous Monsters of Filmland magazine, Drake's Brewing Co., Redwood Toxicology, VIP Petcare, Videobrite Media, Ceres Community Project

MARKETING MANAGER Feb 2016 – May 2018

Bamboo Sourcing // Sebastopol, CA // bamboosourcing.com

Developed and managed marketing and design for largest bamboo nursery in North America. Developed Wordpress web site with extensive searchable catalog. Upscale print advertising design, copy writing, and marketing strategy. Coordinated trade shows and events. Developed online presence for brand across multiple channels (social media, trade resources.) Redesigned business system and extensive product sell sheets and informational guides. Developed and managed outside printer, advertising and marketing relationships.

GRAPHIC DESIGNER Apr 2013 – Oct 2016

Cushman & Wakefield // Larkspur, CA

Designed collateral and print presentations for third largest Bay Area commercial real estate firm. Fast paced B2B design following strict corporate brand guidelines to create sales materials for large commercial and retail properties in Bay Area, such as Strawberry Village in Mill Valley. Worked closely with Art Director in San Francisco headquarters to oversee the transition through two full scale, international corporate rebrands. Created collateral templates in InDesign. Key clients included Starbucks, AT&T, Western Dental.

SENIOR GRAPHIC DESIGNER Apr 2011 – Feb 2013

Econugenics, Inc. // Santa Rosa, CA

Digital, print & packaging design for both retail and non-profit markets. Worked closely with Business Development Director to create compliant print and digital collateral, updated business system, company rebrand and digital media marketing within strict FDA regulations. Trade show booth and large format signage design. Designed and managed all product labeling. Oversaw website redesign and Wordpress site migration. Manager and mentor to Junior Graphic Designer and Marketing Coordinator.