



Melanie J. Conran

Qualifications Profile

Creative **Visual Communications Expert** with demonstrated talent in design management, art direction, graphic design, promotion and identity design, coupled with a comprehensive understanding of composition and color usage. Effectively translates client vision and goals into powerful and attractive design, incorporating brand concepts. Highly skilled at managing design teams and ensuring proper workflow with an emphasis on meeting strict deadlines. Strong attention to detail and communication abilities. *Creative experience in the following:*

PRINT

- Brochures
- Promotional Flyers
- Technical Manuals
- Educational Materials
- Print Advertisements

MULTIMEDIA

- Web Site Design/Development
- Presentations
- Tradeshow Graphics
- Photography
- Promotional Video

MARKETING & PROMOTIONAL

- Logo
- Corporate Brand
- Advertising Concepts
- Corporate Communications
- Public Relations Publications

Technical Proficiency

Operating Systems: Windows, Mac OS

Software Expertise: Adobe Acrobat, Illustrator, InDesign, Photoshop, Dreamweaver, Premiere, Flash, Fireworks, Camera RAW, QuarkXPress, CorelDraw Graphics Suite, WordPerfect, Microsoft Office Suite

Professional Experience

AIR LIFT COMPANY • LANSING, MICHIGAN • 2006 – 2008, 2011 – Present **Senior Creative Designer**

Coordinate daily creative and technical communications operations, ensuring on-time completion of projects. Work closely with distributors, vendors and sales personnel to develop and implement effective marketing and communications strategy. Design and/or direct the development of all communications materials including Web and print marketing materials, installation manuals, public relations publications, retail displays, packaging, catalogs, advertisements and promotional video. Set up and execute product and lifestyle photo shoots. Supervise, train and mentor creative and technical staff members.

Key Achievements:

- Developed corporate branding standards and strategy, overhauling all Web and print communications.
- Developed and implemented a cross-functional communications department from the ground up.
- Pioneered and oversaw the implementation of a corporate network, server and security overhaul and upgrade.

MELANIE CONRAN VISUAL COMMUNICATIONS • DIMONDALE, MICHIGAN • 2003 – Present **Graphic Communications Consultant**

Provide comprehensive communications consulting services; manage small design projects for customer base. Interact with customers to present concepts, review alternatives and finalize design for production. Design and develop logos and branding focused toward target market. Develop and test Web pages for functionality. Manage all administrative functions including record keeping, invoicing and scheduling. Provide corporate training services.

Key Achievement:

- Forged strong business relationships with clientele, facilitating customer satisfaction and repeat business.

Continued...

MICHIGAN FARM BUREAU • LANSING, MICHIGAN • 2003 – 2006

Graphic Design & Communications Specialist

Provided graphic design, prepress and production services for county and statewide publications, advertising, public relations and marketing projects. Collaborated to develop concepts, layouts and final designs for production. Performed copy editing and proofreading of corporate publications. Designed software and concept training for corporate staff; actively participated in organizational training for professional certification program. Collaborated with printers to ensure highest quality of final product within established time and budget constraints. Updated and maintained Web site.

Key Achievements:

- Updated departmental technology and procedures, increasing operational efficiencies by more than 20%.
- Recognized for outstanding contributions; honored with several awards including the Best Media Relations Program in 2004 and Outstanding Media Relationships in 2005.

GREAT GAZEBO, INC. • MORRICE, MICHIGAN • 1996 – 2003

Creative Director

Coordinated daily creative/design operations, ensuring on-time completion of projects. Communicated extensively with customers to obtain artwork, develop proposals and prepare all prepress materials and screening instructions. Designed and produced all marketing materials including flyers, brochures, card deck cards, faxes and magazine advertisements. Presented graphical concepts to clients and distributors worldwide. Designed and developed Web site; accountable for Web site graphics. Set up and executed photo shoots for catalogs and marketing. Supervised, trained and mentored creative and technical staff members.

Key Achievements:

- Built a quality design department from the ground up, allowing transition to new print technologies.
- Spearheaded development and implementation of all procedures.
- Instrumental in growing sales and customer base by an average of 50% annually.

BEADS BY THE DOZEN • NEW ORLEANS, LOUISIANA • 1999 – 2001

Graphic Designer • Webmaster

Designed and prepared client artwork for production of Mardi Gras and Carnival items; accountable for defining customer specifications and providing details to overseas producers. Served as liaison between freelance illustrator and customers. Maintained Web sites. Acted as project manager for key accounts; coordinated artwork and client databases. Managed design, page layout, prepress and production of organizational advertising and publications.

Key Achievements:

- Proposed the upgrade of software and computer equipment to enhance efficiencies; executed edits and designs digitally, reducing man hours needed and saved shipping costs by enabling the e-mailing of designs.
- Instrumental in leveraging technological advances, moving the graphics department into a streamlined and robust department and accelerating customer approval of artwork while eliminating missed deadlines.

JUSTICE IN MENTAL HEALTH • LANSING, MICHIGAN • 1993 – 1995

Project Fairweather Director • Project Stay Assistant Director

Directed all operational aspects of a non-profit desktop publishing business and training program; provided educational and employment resources for individuals with chronic mental illness. Coordinated volunteer designers and trainers. Delivered training sessions for staff members regarding operations of graphic software, typing tutorials and accounting applications.

Education/Training

Bachelor of Arts in Liberal Studies

THOMAS EDISON STATE COLLEGE • Trenton, NJ

Professional Development

Coursework in Computer Graphics • Visual Arts • Web Development • JAVA Programming • PowerPoint • Project Management • Team Development and Management • Marketing and Communications Strategy