

Melissa Tamayo

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objective

To obtain a position in a collaborative environment that would allow me further to develop my marketing knowledge, skills, and design abilities.

skills

Proficient in both PC and Mac - HTML, CSS, JavaScript
Adobe creative suite: Photoshop, Illustrator, InDesign, Dreamweaver
Email Marketing, Social Media, Web Master Tools, Tag Manager, Google Analytics

education

08/18 - 08/20

Sacred Heart University — Fairfield, CT
Strategic Communications and PR M.A.
GPA: 4.0

09/13 - 05/16

Purchase College — State University of New York, Purchase, NY
New Media B.A. Visual Arts m.
Dean's listed

01/10 - 05/13

Norwalk Community College - Norwalk, CT
Graphic Design A.A. and Design for the Web A.A.S
Dean's listed, LeBal d'Ecole & Dr. Lia Mondo Scholarship

experience

05/19 - Present

LifeCare - Shelton, CT
Designer/Developer

- Generating engaging print and web designs across a wide range of products/services/promotions for both internal and external customers.
- Designing and developing marketing on the SalesCloud platform.

05/18 - 05/19

Motor Vehicle Network - Norwalk, CT
Digital Content Designer

- Created layouts and branding for an array of clients to design and built websites using the WordPress platform and UX principles.
- Used motion graphics to create unique video advertising for several clients.

03/16 - 05/18

MAC Group - North White Plains, NY
Digital Communications and Web Designer

- Design and coordinate the creation of digital content and Internet marketing to achieve sales and provide compelling content to the different dealers.
- Provided campaign management by creating strategies, reviewing the analytics, and adjusting to achieve the business goals.

01/15 - 01/17

Junior Web Master/Graphic Designer

- Worked on product management by overseeing product launches and web maintenance for over twenty brands.
- Developed landing pages and email campaigns to promote different products and brands

09/14 - 05/16

Purchase College - Purchase, NY
Career Development Freelancer

- Designed marketing collateral to promote services and events while focusing on branding.
- Filmed, edited, and produced promotional videos for multiple career development events.

09/14 - 05/15

Purchase College - Purchase, NY
Admissions Intern

- Designed brochures, infographics, booklets, and signage to help prospective students understand the school and its benefits.
- Managed up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines.

languages

Fluent in Spanish