



MELANIEJOYBACON.com

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A senior brand creative design leader who can develop, strengthen, and grow your brand.

AREAS OF APPLICATION

B2B, B2C, corporate, small business, government, and not-for-profit.



RECENT TESTIMONIES

"You are always going above and beyond to impress our customers—sometimes making magic happen where they didn't even know it was possible! Thanks for continuing to wow them and us every day!"
—**Sandy Etienne-Verdeja**, Production Manager

"Your continuous improvement project for the dedicated server on SharePoint has provided the entire team with time savings and kept us from losing files and having to re-create them. This project was a huge win for the team and I appreciate the time and effort you put into documenting the issues and working with the

cloud team to get this solution in place!"
—**Sandy Etienne-Verdeja**, Production Manager

"Melanie is an awesome talent! She regularly wins best ad design for her creativity and originality. My team loves working with her and I have so much appreciation for the work she does since our clients are so pleased. Did I already mention Melanie is awesome :)!"
—**Dick Sarnowski**, Senior Sales Manager

"I truly appreciate the care you put into your work, and so do my clients, as I have been told several times how happy they are with what you have done

for them. Another great ad Mel worked on for me that was a huge hit with the customer."
— **Gary Rudesill**, Project Manager

"You are truly one of the best around and am glad you are on our team!"
—**Aaron Andreen**, Sales Manager

"Mel, wanted to say thanks for your constant drive to make new and fresh ad designs. I believe your willingness to take chances on designs and update ads (even when they are a pickup) is a great asset to our customers and the team as a whole."
—**Dave Lutzke**, Production Project Manager

PRINT/DIGITAL SPECIALTIES

- Concepting
- Art direction, including in-studio or off-site photoshoots, infomercials
- Graphic design
- Brand identity and ideation: logo/brandmark, name, tag creations
- Artwork, illustration
- Image retouch, manipulation
- Production

CURRENT: THOMSON REUTERS (TR), SUPER LAWYERS (SL) DIVISION

Work executed in 100+ nationwide publications/per year, such as Super Lawyers, Boston, Cincinnati, Tampa Bay Magazine, New York Times, Modern Luxury San Diego, etc. utilizing my full range of specialties and skills for cover designs, ads, supplements, digital designs, and more.

Collaborating with: marketing project mgrs., publishing editors, photographers, designers, proofreaders, IT, etc.

FT Employee Result Highlights:

- #1 Producer of completed ads (2551+)
- **Winner***: Ad Design Award, 7x's in 8 mos.
- **Winner**: Supplement Cover Design
- **Winner**: Tote Bag custom imprint Design
- Produced six, 4-pg. ad supplements for return TX customer, generating 29k+ ea.
- Approved: Editorial Design Recognition Program implementation
- Contributor: **InFocus** product launch, 23 ads in first 5 mos.
- 42+ design options chosen by customer within 9 mos. (Jan.-Oct. 2023)
- Approved: Continuous Improvement #1; resulted in significant time and revenue savings on-going for the production team.

TECHNICAL SKILLS

- Adobe CC: InDesign, Photoshop, Illustrator, Acrobat, etc.
- Microsoft Office: PowerPoint (PPT), Word, Excel
- WordPress (WP)
- Remote Team-Based Work Mgmt.: Wrike, Microsoft Teams, Trello, Asana, Basecamp, Slack, Endis Web Office, etc.
- Some Dreamweaver, HTML/CSS, etc.

FT Contractor Result Highlights:

- Completed 1502 jobs in 29 mos.
- Winner: Ad Design Award 18x's
- Winner: Merchandise Design Award
- Contributor: SL brand redesign team
- Conceived/Proposal Approved: Editorial Design Recognition Program
- Proposals for production system efficiency solutions—some approved and applied.

YELLOW HAT PRODUCTIONS, INC.

Art Director and on-going contract-for-hire for The Grand Kingdom of Cookieland TV/ film series on Amazon Prime (Season 1, 12 episodes); 5-star rating; 4 languages (English, Spanish, French, Portuguese); Uruguay/Spanish rated #2.

DECOPAC

Digital design for both licensed and non-licensed products/clients, such as Warner Bros., Disney, DreamWorks, NFL Properties, PriceSmart and social toolkits (FB/Meta, Instagram), splash screens, banners, catalogs, flyers, presentations.

CREATIS/24 SEVEN

Print/digital work for numerous companies, such as Ameriprise, Thrivent, Cargill, Optum, UnitedHealthcare, Portico, and more.

SUPERVISORY/MGMT.

- Brand Launch
- Brand Mgmt.
- Project Mgmt.
- Team Supervisor: agency 5+, other 12+
- Facilitate team brainstorming
- Business start-ups
- Brand Analysis—developed tool to evaluate effectiveness, ratings, recommendations

UCARE

Command brand design, formatting, and accuracy across up to 3600 pages, create numerous tables and graphs, and meeting short, hard deadline.

BATC-HOUSING FIRST MINNESOTA

Print and digital work for the Foundation, Builders Remodelers Show (BRS), Parade of Homes, Remodelers Showcase, Housing Day at the Capital, etc.—digital ads, social ads (FB/Meta, Instagram), online digital guidebook, 2 annual reports, maps, and uploads. Also, print ads, posters, direct mail pieces, video end-graphics, and more.

MEDTRONIC

Print/digital work from concept-to-print/post for Medtronic Twin Cities Marathon/ Global Champions event items, such as folio, roster booklet, posters, HTML letter, e-mail header, welcome letter, agenda, volunteer posters, custom lanyards, etc. Also, Medtronic corporate ads, electronic billboards, roll-up banners, concepts for Early Career Code Program, US Reimbursement Summit, Heartlink ads, Word/PPT templates, PPT presentations, and more.

*TR employees who vote for Ad Design Awards: SL Sales team, SL Editorial team, SL Production team, VP of Website Delivery and Digital Operations & Technology, Sr. Director of Digital Solutions Operations Customer Service & Support, Product Manager of Product Legal Practice & Productivity.

**UNITEDHEALTH GROUP/
UNITEDHEALTHCARE GLOBAL**

Print/digital work from concept-to-print/post, such as event roll-up banners, digital ads, social ads (LinkedIn), digital consumer brochures, guides, quarterly report, agendas, PDF fillable forms, etc.

SOULO COMMUNICATIONS

Print/digital work for MN Laborers/LiUNA!—Health & Benefits Fair event (such as archway graphics, booth panel graphics) and Family Means general agency and 6 separate services areas (Counseling & Therapy, Caregiving, Youth Development, Center for Grief & Loss, Financial Solutions, Employee Assistance Program) creating over 71 Items: brand standards and guidelines, annual report, brochures, flyers, PPT/enewsletter-pub templates, letterheads, business cards, and more.

**METROPOLITAN COUNCIL/
METRO TRANSIT**

Creative fulfillment and project mgmt. for 3 government regional transit service launches: Northstar Line, Blue Line, Green Line. Various events: Commuter Challenge, Hollidazzle, State Fair, Art Crawls, etc.

Collaborated with: Creative Services, Display/Transit Information, Marketing.

WINGSPAN LIFE RESOURCES

Creative fulfillment for fundraising events, various project work.

NANOBONE®/ARTOSS INC.

Brand ID pkg. including:

- Brand name creation
- Brand mark creation
- Event graphics
- Product packaging
- Corporate space design
- Project work, and more.

RECENT BRAND CLIENTS
SAFE WATER WORLD WIDE INC.

Brand ID pkg. including:

- Brand mark creation
- WP website creation/launch
- On-going project work

METROPRAIRIE

Brand ID pkg. including:

- Brand mark creation
- WP website creation/launch
- On-going project work

LOST SHEEP MINISTRIES-MN

Brand ID pkg. including:

- Brandmark creation
- On-going project work

EMPLOYMENT
2022-CURRENT

Remote Graphic Designer
THOMSON REUTERS
SUPER LAWYERS
Eagan, MN

Creative Contractor
Brand Consultant
Manager of Art and Production
MJB BRAND CREATIVE
Plymouth-Minneapolis, MN
Brand creative services specializing in brand design, identity, and ideation. Remote/on-site contracts, client-purchased packages, and project work.

Art Director
INTROBANG! INC.
Eden Prairie, MN
B2B ad-marketing agency specializing in brand launches, market reintroductions. Creative fulfillment, directed many in-studio and on-location photoshoots.

Design Specialist
GOEAST DESIGN
St. Paul, MN
B2B and B2C design agency
Creative fulfillment, included directing in-studio photoshoots.

Associate Creative Director
ADMAX COMMUNICATIONS
Fargo, ND
Puerto Vallarta, Mexico
Full service ad agency
Supervised: design team 4+
Work included national and international ad placements.

Advertising Manager
LTM, LTD
Fargo, ND
Restaurant Management Company
Supervised: freelancers
Managed/implemented multi-media advertising, promotions and budgets for 8 entities in ND, MN and MO.

Art Director
CLASSIC ROADSTERS, LTD.
Fargo, ND
Classic kit-car replicas and jet boats. Work included creative fulfillment for launching the 427 Cobra (supporting record sales increases from approx. 82-125 per mo.), numerous photoshoots, one infomercial, created/designed literature package items (brochures, schematics, illustrations, forms), ad work placed in national and international magazines, involvement in raceway events, deck cards, print negotiation/purchasing, sourcing, designed unique items, such as hood ornaments, and more.

Advertising Manager
PERFECT IMAGE
Fargo, ND
Fitness/Tanning Center with 2 locations
Supervised: team 12+
Work included managing advertising, promotions, events, in-store team, schedules, hiring, etc. Wrote and directed numerous innovative radio commercials, 2 TV commercials, performed live radio remotes, beepers, implemented LIVE billboard (actual people on Billboard) and more.

EDUCATION

Bachelor of Science Degree
Communications and Mass Media
MN STATE UNIVERSITY-MOORHEAD
Moorhead, MN

Certificate
Adobe Dreamweaver 1 and 2
NORMANDALE COMMUNITY COLLEGE
Bloomington, MN

Certificate
Level 1 and 2: XHTML, HTML, CSS web design
BENCHMARK LEARNING
Edina, MN