



RECENT RECOGNITION

"Mel is always a top producer of very high quality work."

"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
Director, Super Lawyers Production
Findlaw Segment

"This looks amazing."

Customer
Mason, Mason & Smith_NCSL

"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

"You are truly one of the best around and am glad you are on our team!"

Aaron Andreen
Sales Manager

"I believe this was a first time advertiser and we really wanted to make sure we hit it out of the park. Which of course Mel did!"

Gary Rudesill
Project Manager
Customer: Stillely Law_MKSL

"The firm has been very impressed with Mel's past work on their ads and this year was no exception as they couldn't have been more please with the final result."

Erick Wright
Project Manager
Customer: Thiessen Law Firm_TXSL

"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 Latzke
Production Project Manager

"I love it! Simple, classy and professional."

Customer
Duncan Trial & Mediation_FLSL

SPECIALTIES (Print & Digital)

- #1: Concepting/Ideas/Solutions
- Art Direction, including in-studio or off-site photoshoots, infomercials
- Graphic Design
- Brand Identity, ideation
- Logo/Brand mark, brand name and brand tag Creation
- Artwork, illustration
- Image retouch, manipulation
- Production

TECHNICAL SKILLS

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

SUPERVISORY

- Directed creative team of 5+
- Assigned ad jobs
- Monitored turnaround/timelines
- Provided ad job estimates
- Facilitated meetings
- Managed team of 12+
- Managed/directed multi-media for 8 different entities (TV, radio, DM, BBs, events, POS, budgets (negotiated rates/terms), etc.

BRAND MANAGEMENT

- Brand project management
- Brand launch planning/fulfillment
- Brand pkgs for business start-ups
- Developed MJB Brand Analysis; a tool to evaluate overall multi-media effectiveness for small businesses with ratings and recommendations

EMPLOYMENT

Current: Designer

Remote/FT (12/2024–2025+)

INTERNET BRANDS SUPER LAWYERS (SL)

Los Angeles, CA

Type: Leading digital franchise focused on large vertical markets, with current focus on Health and Legal markets.

Contribution Highlights—1st 30 days:

- Winner* Ad Design Award 1x in 1 mo.
- Design option chosen by customer: 9
- Recognition rec'd from customer: 4
- High effort photoshop retouch: 6

Designer

Remote/FT (8/2022–11/2024)

THOMSON REUTERS (TR) SUPER LAWYERS (SL)

Eagan, MN

Type: A resource designed to aid those needing an attorney with growing unparalleled reach in print magazines and online over three decades.

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

Collaboration with: project managers, publishing editors, photographers, ad and pub designers, proofreaders, IT,

customers, sales and more.

Contribution Highlights:

- #1 Ad Producer: collectively, over 3100. 2024: created over 554 in 11.3 mos.
- Winner* Ad Design Award, collectively: 38
2024: 8x's in 10 mos.
2023: 11x's in 12 mos.
- Winner: Supplement cover design
- Winner: Tote bag imprint design
- Produced 5 supplement 4-pg. centerspreads generating approx. 30k ea., and 3 supplement 2-pg.
- Conceived Proposal/Won Approval/Implemented: Editorial Design Recognition Program
- InFocus new ad product launch: created 23 1-pg ads in 5 mo.
- Design option chosen by customer: 2024: 68+ in 10 mos. (Jan.-Oct.)
2023: 44+ in 9 mos. (Jan.-Oct.)
- Continuous improvement project #1 results: on-going, significant time and revenue savings for the entire production team

Owner/Sole Proprietor Creative Contractor Brand Consultant MELANIE JOY BACON (MJB) BRAND CREATIVE

Lanesboro, MN
Plymouth/Minneapolis, MN
Type: Brand creative services

specializing in brand identity creation/modification/re-branding and ideation, art direction/graphic design, etc. Remote or on-site contracts, client-purchased packages and project work
Clients including:

Creative Contractor Hybrid/FT (2.3 years) THOMSON REUTERS (TR) SUPER LAWYERS (SL)

Contribution Highlights:

- #1 Producer: Completed 1502 ads/jobs in 29 mos.
- Winner*: Ad Design Award 18x's
- Winner: Merchandise Design
- Contributor: SL re-branding
- Conceived Proposal/Won Approval/Implemented: Ad Design Recognition Program
- Proposals for production system efficiency solutions—many approved and applied.

Art Director

Remote

YELLOW HAT PRODUCTIONS, INC.

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.

Creative Contractor

On-Site/FT

DECOPAC

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

Creative Contractor

On-Site/FT

CREATIS/24 SEVEN

Print/digital graphic design for Cargill, Ameriprise, Thrivent, Optum, UnitedHealthcare, Portico, etc.

Creative Contractor

On-Site/FT

UCARE

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

Creative Contractor

On-Site/FT

BATC-HOUSING FIRST MINNESOTA

Print/digital graphic design for the Foundation, Builders Remodelers Show (BRS), Parade of Homes, Remodelers Showcase, Housing Day at the Capital, etc. Digital ads, social ads (Facebook/Meta, Instagram), annual reports, maps and uploads. Also, print ads, posters, direct mail, video end-graphics.

*Who votes for Ad Design Awards? Answer: Thomson Reuters entire 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.

All quotes taken from received written comments and screenshots of these originals statements can be made available.

Creative Contractor

On-Site/FT

MEDTRONIC

Print/digital work, from concept-to-print/post for Medtronic Twin Cities Marathon/Global Champions event items such as roster booklet, posters, HTML letter, e-mail header, agenda, welcome letter, volunteer posters, custom lanyards. 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.

Creative Contractor

On-Site/FT

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.

Creative Contractor

On-Site/FT

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/newsletter-pub templates, letterheads, business cards, and more.

Creative Contractor

On-Site/FT (5+ years)

METROPOLITAN COUNCIL/ METRO TRANSIT

Contribution Highlights:

- Graphic design, creative fulfillment, project mgmt. for 3 government regional transit service launches: Northstar Line, Blue Line, Green Line.
- Graphic design for events: Commuter Challenge, Hollidazzle, State Fair, Art Crawls, etc.
- Graphic design for events: Transit wraps, indoor/outdoor signage, posters, transit maps, etc.

Collaborated with: Creative Services, Display/Transit Information, Marketing and outside vendors

Creative Contractor

Remote

WINGSPAN LIFE RESOURCES

Creative fulfillment for fundraising events, various project work.

Creative Contractor

Hybrid

ARTOSS INC./NANOBONE®

Brand ID pkg. including:

- Brand name creation
- Brand mark creation
- Event graphics

- Product packaging
- Corporate space design
- Project work, and more.

Art Director

On-Site/FT (8 years)

INTROBANG! INC.

Eden Prairie, MN

Type: B2B ad-marketing agency specializing in brand launches and market reintroductions.

Contribution Highlights:

- Art direction for numerous photoshoots, both in-studio and on location
- Graphic design/creative fulfillment for ads, product packaging, signage, event booths, banners, brochures, flyers, labels, etc.
- Concepting ads, package designs, logos, themes, etc.
- Winner: Farm-to-Farm logo design
- Clients:** Cargill: Animal Nutrition/ Farm-to-Farm/NutreBeef/Nutrena/Promote/Right Now Mineral/ROC, 3M/Adhesives & Tapes/Bumpon/Healthcare, Purina, Ecolab, Crystal Sugar, Rosemount/Emerson, etc.

Design Specialist

On-Site/FT (3.3 years)

GOEAST DESIGN

St. Paul, MN

Type: B2B and B2C design agency

Contribution Highlights:

- Winner: package design for Highmark
- Directed in-studio photoshoots
- Graphic design (ads, brochures, signage, product packaging, product labels, POS, etc.)

Clients: such as 3M, Imation, Anchor Hocking and more..

Associate Creative Director

On-Site/FT (1.9 years)

ADMAX COMMUNICATIONS

Fargo, ND

Puerto Vallarta, Mexico

Type: Full service ad agency

Contribution Highlights:

- Supervised: design team 4+
- Assigned ad jobs
- Monitored turnaround/timelines
- Provided ad job estimates
- Facilitated meetings
- Concepting
- Art direction
- Graphic design/illustration
- Adwork with national and international placements (ads, magazine ads/covers, brochures, postcards, signage, PR fulfillment items, etc.)

Clients: Kalitta Air Ambulance, Kalitta Air Cargo, Kalitta Air Passenger, Lifepoint, Tourism promotions for the Puerto Vallarta, Mecico area including Sunset Tours, etc.

Advertising Manager

On-Site/FT (2.1 years)

LTM, LTD

Fargo, ND

Type: Restaurant Management Company

Contribution Highlights:

- Managed/implemented multi-media advertising, promotions and budgets for 8 entities in ND, MN and MO
- Graphic design/creative fulfillment (ads, billboards, signage, menus, etc.)
- Conceived/implemented promotional events, bouncebacks, DM, etc.
- Collaborated with store managers
- Ad Copywriting
- Supervised freelancers
- Clients:** Pepper Sports Cafe (ND), Cork 'N Cleaver (ND), John Barleycorn (ND), Cattle Company (MT), Showbiz Pizza (MT), duJours Cafes (MN), Chuck E. Cheese (ND)

Art Director

On-Site/FT (2 years)

CLASSIC ROADSTERS, LTD.

Fargo, ND

Type: replicas of classic roadsters such as the Cobra 427, Austin-Healey, Firebird, and fiberglass jet boats.

Contribution Highlights:

- Art direction, graphic design, creative fulfillment
- Brand launch for the 427 Cobra supporting record sales increases from approx. 82-125 per mo.
- Art direction for numerous photoshoots, both in-studio and on the road!
- Created/designed (5) entirely new literature package for each replica, including: brochures, schematics, illustrations, forms, pricelists, etc.
- Created/executed 500 ads in 19 mos. including covers, full page ads and 2-pg. centerspreads, with national/international exposure in magazines such as *Car and Driver*, *Popular Science*, *Kit Car Illustrated*, *Kit Car International*, *Omni*, *Road & Track*, *Autoweek*, etc. Also newspaper ads in *USA Today*, *Newsweek*, *Wall Street Journal*, etc.
- Created many deckcards
- Assisted in coordinating sponsored events at *Brainard International Raceway*, also created ads and promotional items
- Conducted print negotiation/purchasing, sourcing
- Maintained distributor networks, providing ad- promotional support
- Designed unique items, such as hood ornaments, etc.
- Created and implemented an ad tracking system
- Assisted Marketing Director with the development and art Direction of one infomercial, including guest stars Franco Harris and Lonnie Shorr

Advertising Manager/ Store Manager

On-Site/FT (2.3 years)

PERFECT IMAGE

North and South Fargo, ND

Moorhead, MN

Type: Fitness/tanning centers

Contribution Highlights:

- Assisted new business startup and launch

- Hired, trained, supervised and energized staff of 12+
- Our team serviced over 2300 new customers in 10 mos.
- Guided multi-media advertising budgets, negotiated rates, developed coop advertising and promotional events, including LIVE billboards and tradeshow booth presentations
- Developed bounceback programs
- Co-wrote/directed numerous radio ads and 3 TV commercials
- Provided art direction or graphic design for numerous print ads
- Spoke live on radio remotes/beepers

RECENT IN-KIND DONATIONS

- [SAFE WATER WORLD WIDE INC.](#)
- [LOST SHEEP MINISTRIES-INTL](#)

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

STATEMENT

"My goal remains unchanged: to create and deliver the highest level of excellence in every job, project or task I do, with clear and concise communication, to energize and optimize any collaboration, all resulting in growth and development. In other words, it is my goal at all times to be the Best of the Best"

Melanie Joy Bacon

INTERESTS

I like [helping](#) people, animals, art, outdoor activities such as [hiking](#) and [biking](#), building, [inventing](#), [exploring](#), [new experiences](#) and more.



(More)

MORE RECENT RECOGNITION

"I find myself anticipating your creative designs as I wait for ads to return to me, especially with custom plats and 4-page spreads. It is exciting to treat my eyes to thoughtfully and artistically crafted pieces of work, such a needed break from mundane templated designs. In as much as I appreciate the creativity, I'm confident the clients do as well."

Mary Soutor
Publishing Editor

"They love it!"

Veronica
Customer: Grasso_SWSL

"First response from Goidel: I am blown away with how great they came out."

Pam Richie
Project Manager
Customer: Goidel Law Group_NJSL

"You are truly a team player, a self starter, a visionary, and you enhance the customer experience through your ongoing efforts and consistency in quality and quantity of the work you do. We know that we can count on the work you do, and so often the work you do for others when extra coverage is needed. Thank you for all you do for the team and our customers through your continued demonstration of and dedication to fresh unique and quality designs that go above and beyond to provide that something special that enhances our products time and time again."

Erick Wright
Project Manager

"They were so happy with last year's ad, they want to repeat it."

Veronica Palmquist
Project Manager
Customer: Azadian Law Group_LXSL

"...It caught my eye and I thought it was a great way to think outside the box"

Aaron Andreen
Sales
Customer: Janssen_ILSL

"They were very happy."

Customer
Starr_NXSL

"It is impossible to pinpoint one occasion when you have performed at your best simply because you perform at your best consistently. You have directions coming at you from multiple project managers, clients, designers, and myself, which inevitably means in multiple ways. Some communications are straightforward, but many are not so clear. It is up to you to sort through these and create something fresh, time and time again. And you do—your designs are unique and on point to the customer's brand and goal. That process takes a lot of thought, the ability to analyze and often predict, and the ability to capture it succinctly and present it clearly."

Mary Soutor
Publishing Editor

"Mel is delivering great designs and I know she also takes great pride in delivering a high level of output. Thank you, Mel!"

Chris Pitts
Production Manager, Super Lawyers

"This is amazing. Leave this just as it is. Thank you."

Customer
HDR_GASL

"It looks great!! Nice work building a stunning ad with limited resources from the client!"

Dave Latzke
Production Project Manager
Umina Legal_WVSL

"Some of your greater wins are also on projects where the client has provided little to no direction on what they are looking for and/or provided assets at the 11th hour. I am always truly amazed at the work that you do and I appreciate the heart that you put into your work."

Gary Rudesill
Project Manager

"Way to go, Mel!! This design is so cool!!!"

Katie Woods
Graphic Designer
2024 SL supplement cover design

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
Fumo_MXSL_2pg

"Love the layout."

Customer
Ayoub_NXSL

"Hi Mel, The new cover design looks amazing! It really came together beautifully, and its is so fun to collaborate and bounce ideas around with you. Thank you for always giving your best with whatever project you are working on. You have so much passion and creativity and it really shows in the end results!"

Luke Klein
Senior Graphic Designer

"Hey Mel! I LOVE your ad for Vaage Law!...VERY creative...I'm serious. I can't stop looking at it!"

Angela Mertz
Graphic Designer
Customer: Vaage_SXSL

"Performing at my best" involves knowing when to offer alternative designs and when to push creative boundaries as much as it involves knowing when to maintain status quo. I see often that clients choose your fresh design alternatives which are truly upscale."

Mary Soutor
Publishing Editor

Melanie strives to bring the very best to her work and the results speak for themselves. She is constantly raising the bar for design standards and creates extremely eye catching work."

Aaron Andreen
Sales

"They really love it! Another job well done!"

William Gazi
Project Manager Contractor
Customer: Vaage_SXSL

"Your designs take our publications to a level of high design and quality that is very apparent. Within the pages of our publications, your work shines and literally jumps from the pages. And what's most important is that the clients and greater audience see that as well. I fully believe clients are thrilled with their ads and readers are impressed with our quality."

Mary Soutor
Publishing Editor

"Thank you for all your great work on the updated layout. They really love it!"

William Gazi
Project Manager Contractor
Customer: Dunn_TXSL

"Excellent, this is my client and I love everything about this ad...Great work."

Susan Wanzek
Sales
Customer: Cooper Elliot_OHKYSL_4pg

"It's clear that Melanie always strives to deliver the best for our customers with a true "can-do" attitude. I really appreciate the consistent effort she puts in every single day with every project she is on. She is always looking at how she can make an ad the best it can be—whether that be exploring new alternatives or providing additional options. In addition, Melanie is a font of productivity, capable of producing a high volume of ads in an impressive amount of time without sacrificing creativity. I am continuously inspired by the amount she is able to accomplish every day and I think her work truly speaks for itself. She puts the work first and is always willing to be flexible with her time and capacity in order to ensure we hit our deadlines."

Luke Klein
Senior Graphic Designer

"There have been several times when you are at your best and those are usually the cases when you not only look to deliver a product that the client is happy with, but something that is out of the box and maybe something the client wouldn't have thought about on their own."

Gary Rudesill
Project Manager

"Seriously, this is such an awesome looking ad!! ... Amazing results! ... And it's their first center spread for New Jersey SL magazine!"

Darla O'Connor
Sr. Marketing Consultant, Super Lawyers
Customer: Berse Law_NJSL_4pg

"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
Director, Super Lawyers Production
Findlaw Segment

"I just took a look at this and WOW your final ad looks amazing. I'm so excited to see this in the CO Super Lawyers magazine—this is huge brand awareness and is going to really stand out."

Susan Wanzek
Sales
Customer: Viorst Law_COSL

"You have done an excellent job!"

Customer
Gwilliams_NXSL

"I just wanted to pass on the firm's initial a very excited response to your ad proof. It's their debut ad with us and you made a great first impression! Well done!"

Erick Wright
Project Manager
Customer: Duncan_FLSL

"Above and beyond!"

Customer
Maney_FLSL

"Proof is approved! Thank you for making a logo only supplied asset into an impactful ad for this very busy client!!"

Pam Richie
Project Manager
Customer: Hardin_NCSL

"This looks fantastic! Everything looks good and is approved for publication."

Customer
Vaage_SXSL

"Great job by your team, they have exceeded our expectations."

Customer
Diggs & Sadler_TXSL_4pg

"I think you did a nice job with Diggs. It's a very classy looking ad."

Mary Soutor
Publishing Editor
Diggs & Sadler_TXSL_4pg

"Awesome! Very creative."

Mary Soutor
Publishing Editor
Nearby Law_NJSL

"Thank you for designing a fantastic ad!"

Veronica Palmquist
Project Manager
Customer: Hastings_TXSL



(Extras)