



MelanieJoyBacon.com

Sr. Brand Creative Design Leader who can develop, strengthen and grow your brand.

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WEBSITE/
PORTFOLIO
LINKED IN
PROFILE



PRINT & DIGITALSPECIALTIES

- #1: Concepting, new ideas, solutions
- Art Direction, including in-studio or off-site photoshoots, infomercials
- Graphic design
- Brand identity, ideation
- Logo/brandmark, brand name and brand tag creation
- Artwork, illustration, multi-media mix
- Image retouch, artistic manipulation
- Production

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.

PERSONAL 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."

EDUCATION

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

TECHNICAL SKILLS

- **Adobe Creative Cloud:** InDesign, Photoshop, Illustrator, Acrobat
- **Microsoft Office:** PowerPoint (PPT), Word, Excel
- **Google Workspace:** Docs/Slides, etc.
- **Remote Team-Based Work Mgmt.:** Google Meet/Chat, Wrike, Microsoft Teams, Trello, Asana, Basecamp, Slack, Endis
- **WordPress (WP)**

BRAND MANAGEMENT

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

GIVING BACK

Juror
The Academy of Interactive & Visual Arts (AIVA)
Active: March 2026+
AIVA
Brand Creative Contributor
LOST SHEEP MINISTRIES-INTL
HALOS OF THE ST. CROIX VALLEY
SAFE WATER WORLD WIDE INC.

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

"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

"This looks amazing."

Customer
Mason, Mason & Smith (SL-North Carolina)

"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: Stille Law (SL-Missouri/Kansas)

"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 (SL-Texas)

"Mel, wanted to say thanks for your constant drive to make new and fresh ad designs. I believe y our 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

EMPLOYMENT

Current: Designer

Fully Remote/FT (12/2024–2026+)
SUPER LAWYERS (SL), FINDLAW (FL) INTERNET BRANDS (IB)
El Segundo, CA
Formerly **THOMSON REUTERS (TR)**
Eagan, MN

Work summary: utilizing my full range of specialties and skills for both print and digital brand design, from concept to production or online post

Collaboration with: project managers, sales, publishing editors, photographers, other designers, proofreaders, IT, customers, etc.

- **Print:** cover designs, ads, ad supplements (2 or 4pgs) executed in 100+ per yr. nationwide print magazine publications, such as *Super Lawyers Magazine, Boston, Cincinnati, Tampa Bay Magazine, New York Times, Modern Luxury San Diego*. Also, creative for new products, special projects and promotional items
- **Digital:** digital campaigns, such as legal leaders, slideshares, pagecurls, nationwide within customer websites primarily powered by FindLaw. Digital version of all *Super Lawyers Magazines* are also posted online.

Highlights:

- **#1 Ad Producer:** 4 yrs. in a row, EOY 2025 578+ ads, 2024 554+ ads in 11.3 mos., including 4-pg. supplements (SP), 2-pg. spreads, and full pg. ads

- **Winner*, Ad Design of the Year 2025:** Full pg., Bogdanowicz Family Law, TX
- **Winner*, Ad Design of the Month:** 2026 3x in 3 mos., 2025 9x, 2024 8x, 2023 11x, 2022 9x
- **Gold Winner, W3 Design Award**:** Digital Campaign, *From Farm Roads to Freeways* for HICKS & FunFinn Kentucky lawyers (whitepaper, slideshare, thumbnail)
- **Gold Winner, W3 Design Award**:** Digital Campaign, *Dangers in the Oil Fields* for Buckingham & Vega (whitepaper, slideshare, thumbnail)
- **Winner:** Supplement cover design
- **Winner:** Tote bag imprint design
- **Conceived/implemented:** Editorial Design Recognition Program (4 qtrs.)
- **InFocus new product launch:** Created 23 full pg. ads in 5 mos.
- **Conceived/Implemented:** **SL Design Team EXTERNAL Awards** (1st x ever!): Created a on-going system to propose, track and execute external award submissions. Also, expanded visibility for **SL Design Team INTERNAL Awards**
- **Continuous improvement project Results:** On-going, significant time and revenue savings for the entire production team

Owner/Sole Proprietor Creative Contractor Brand Consultant/Coach
Remote, Hybrid, On-site
MELANIE JOY BACON (MJB) BRAND CREATIVE

Tucson/Green Valley, AZ
Lanesboro, MN
Plymouth/Minneapolis, MN

Type: Brand creative services specializing in brand identity creation, modification/re-branding and ideation, art direction, graphic design (print and digital), WP website design and development, Client-purchased packages, coaching, and project work.

Client:
THOMSON REUTERS (TR) SUPER LAWYERS (SL)
Role: Creative Contractor
Hybrid/FT 9/2019-7/2022 (2.3 years)

Highlights:

- **#1 Ad Producer:** Completed 1502 ads/jobs in 29 mos.
- **Winner*, Ad Design of the Month:** 18x's during contract
- **Winner:** SL Merchandise Design
- **Contributor:** SL re-branding
- **Conceived/Implemented:** Ad Design Recognition Program (12x/yr.)
- 2 Proposals for production system efficiency solutions—many approved and applied

Client:
YELLOW HAT PRODUCTIONS, INC.
Role: Art Director
Remote
The Grand Kingdom of Cookieland TV/film series on Amazon Prime (12 episodes), 5-star rating; 4 languages (English, Spanish, French, Portuguese), Uruguay/Spanish rated #2

*Ad Design of the Month and Year Winner(s) voted by entire Findlaw/Super Lawyers sales team, editorial team, 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, and more.

**The w3 Awards celebrate outstanding digital content, design, and creativity across websites, video, marketing, mobile sites, apps, social media, and podcasts. Sanctioned by the Academy of Interactive and Visual Arts (AIVA), they recognize excellence from creators ranging from small firms to global agencies.

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

(More)

Client:**DECOPAC****Role: Creative Contractor**

On-Site/FT

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, presentations, etc.

Client:**24 SEVEN** (formerly Creatis)**Role: Creative Contractor**

On-Site/FT

Print and digital graphic design for clients such as Cargill, Ameriprise, Thrivent, Optum, UnitedHealthcare

Client:**UCARE****Role: Creative Contractor**

On-Site/FT

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

Client:**BATC-HOUSING FIRST MINNESOTA****Role: Creative Contractor**

On-Site/FT

- Print and digital graphic design
- The Foundation, Builders Remodelers Show (BRS), Parade of Homes, Remodelers Showcase, Housing Day at the Capital
- **Digital:** ads, social ads, annual reports, maps, uploads
- **Print:** ads, posters, direct mail and video end-graphics

Client:**MEDTRONIC****Role: Creative Contractor**

On-Site/FT

- Print and digital graphic design
- **Medtronic Twin Cities Marathon/Global Champions Event:** Roster booklet, posters, HTML letter, e-mail header, agenda, welcome letter and volunteer posters, custom lanyards.
- **Medtronic corporate:** Ads, electronic billboards, roll-up banners, concepts for Early Career Code Program, US Reimbursement Summit, Heartlink ads, Word/PPT templates, PPTs

Client:**UNITEDHEALTH GROUP/UNITEDHEALTHCARE GLOBAL****Role: Creative Contractor**

On-Site/FT

- Print and digital graphic design
- **Digital:** ads, LinkedIn social ads, consumer brochures, guides, quarterly report, agendas, PDF fillable forms, etc.
- **Print:** rollup banners, etc.

Client:**SOUL COMMUNICATIONS****Role: Creative Contractor**

On-Site/FT

- Print and digital graphic design
- MN Laborers/LiUNA!–Health &

Benefits Fair: archway graphics, booth panel graphics

- **Family Means:** general agency and 6 service areas, created 71+ items: brand standard/guidelines, annual report, brochures, flyers, PPTs/enewsletter-pub templates, letterheads, business cards, etc.

Client:**METROPOLITAN COUNCIL METRO TRANSIT****Role: Creative Contractor**

On-Site/FT (5+ years)

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

Highlights:

- Print and digital graphic design, and project management
- **Creative and project mgmt.** for 3 government regional transit service launches: Northstar Line, Blue Line and Green Line.
- **Creative for events:** Commuter Challenge, Hollidazzle, State Fair, Art Crawls, etc.
- **Creative Other:** Transit wraps, indoor/outdoor signage, posters, transit maps, etc.
- **Digital:** Real-time posts, flyers, internal newsletter, etc.

Client:**WINGSPAN LIFE RESOURCES****Role: Creative Contractor**

Remote

- Print and digital graphic design for fundraising events and project work

Client:**ARTOSS INC./NANOBONE®****Role: Creative Contractor**

Hybrid

- **Brand ID pkg.:** brand name creation, logo/brandmark creation, brand guidelines & standards
- Product packaging
- Event graphics
- Corporate space design
- On-going project work

Art Director

On-Site/FT (8 years)

INTROBANG! INC.

Eden Prairie, MN

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

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

Highlights:

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

Clients: such as 3M, Imation, Anchor Hocking, etc.

Associate Creative Director

On-Site/FT (1.9 years)

ADMAX COMMUNICATIONS

Fargo, ND

Puerto Vallarta, Mexico

Type: Full service ad agency

Highlights:

- **Supervised:** design team 4+
- Assigned ad jobs to design team
- Monitored turnaround/timelines
- Provided ad job estimates
- Facilitated meetings
- Concepting
- Art direction
- Graphic design/illustration
- Ad work 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, Lifeport, Sunset Tours tourism promotions for the Puerto Vallarta, Mexico area

Advertising Manager

On-Site/FT (2.1 years)

LTM, LTD

Fargo, ND

Type: Restaurant Management Company**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, bounce backs, 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.

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 MANY photoshoots, in-studio and on the road!
- Designed/executed (5) 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
- Providing distributor networks with ad-promotional support
- Designed unique items, such as hood ornaments, dashboard design, etc.
- Created/maintained an ad tracking system
- Assisted Marketing Director with the development and art Direction of (1) infomercial with 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

Highlights:

- Assisted new business launch
- **Supervised:** staff of 12+ (hired, trained, energized)
- Our team serviced over 2300 new customers in 10 mos.
- Guided multi-media advertising budgets
- Negotiated rates and sourcing
- Developed coop advertising
- Developed promotional events, including LIVE billboard
- Designed/conducted tradeshow booth presentations
- Developed bounceback programs with 8+ store managers
- Co-wrote/directed MANY radio ads and 3 TV commercials
- Art direction/graphic design for print ads, handouts, cards, indoor/outdoor signage, etc.
- Spoke live on radio remotes and beepers