

# Hello, I'm Mel Anzelmo.

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## EDUCATION

### B.A. DESIGN MANAGEMENT - MINOR COMMUNICATIONS

Arizona State University, Tempe, AZ  
Aug 2011 - Dec 2014

## ACCOLADES

- + Graduated summa cum laude from ASU Herberger Institute for Design and the Arts
- + Overseas Studies Program: 2013, studied contemporary design issues and the relationship between context and design in Spain, Switzerland, Germany, and France
- + Received ASU Academic Achievement Scholarship
- + Member of Pi Beta Phi Fraternity for Women

### DESIGN

Photoshop  
Illustrator  
Indesign  
Sketch  
Procreate  
Powerpoint

### MARKETING

Facebook Business  
Social Media  
Hubspot  
MailChimp  
CRO, SEM, SEO  
Google Adwords  
Google Analytics  
Amazon Advertising  
Excel

### WEBSITE

Wordpress  
Wix  
Unbounce  
Instapage

### PHOTO + VIDEO

Photography  
Lightroom  
After Effects  
GoPro Studio

## PROFESSIONAL EXPERIENCE

March 2020 - Present

### CREATIVE MARKETING MANAGER

#### Reliant Immune Diagnostics - Telehealth Startup

- + Initiated and implemented company-wide rebrand including all marketing, website design, app UI, and digital/print collateral.
- + Increased brand trust, consistency and awareness by creating brand & social guidelines, target audience strategy, messaging, voice & tone communications.
- + Drove product launch growth with digital and traditional marketing strategies; including both B2C & B2B content creation, organic and paid social media, SEO plans, email drips, Google Ads (search and display), influencer campaigns, & in-store retail POP.
- + Optimized conversions with data driven strategy, monitoring metrics (KPIs), evaluating target strategies, and refining ad creative & messaging. In 30 days, I increased website traffic by 1143%, form submissions by 735% and increased Facebook CTR by 1.71% cutting CPC cost by 87%.

August 2017 - March 2020

### CREATIVE DIRECTOR & SR. MARKETING DESIGNER

#### Nano Global - Health Tech Startup

- + Mentored and managed the design team, including art direction, personal/team development, production schedules, daily budget management and resource allocation.
- + Developed and implemented new evolving brand identities, standards, and processes to increase productivity and success.
- + Strategized and created materials for internal/external marketing, business development, speaking engagement presentations, international events and partner and investor materials.
- + Lead organic and paid social media development, execution, trend evaluation & management.
- + Executed In-depth work across all mediums: photography, illustrating, print design, websites, one-pagers, digital ads, packaging, interactive mailers, sell sheets, PowerPoint presentations, & social media content.

December 2014 - August 2017

### ACCOUNT MANAGER & GRAPHIC DESIGNER

#### Spark Design - Marketing Agency

- + Worked with an array of clients from global B2B & B2C companies to local nonprofits and startups.
- + Designed high-quality, image-enhancing pieces including ads, web design, original logo design, brochures, sales tools, event collateral, social media posts, and photography.
- + Managed internal teams & external clients to meet project deadlines and ensure goals and brand standards were elevated.
- + Owned concept development through completion, design, social media, and digital media execution/management.

June 2013 - December 2013

### MARKETING SALES ASSISTANT

#### Seat Nation, Sales

January 2013 - May 2013

### GRAPHIC DESIGNER

#### Cloud 9 Marketing, Design Agency

MY TOOL BELT.