

MELISSA RICHARDSON

DIGITAL MARKETING & GRAPHIC DESIGN

PORTFOLIO



Skills

Microsoft Office Suite	Adobe Creative Suite
Video Editing	Website Development
Social Media Management	Word Press
Squarespace & Wix	Elementor
Prezi	Canva
Figma	UX/UI Design
Mailchimp	Procreate

Languages

French	<div style="width: 100%;"><div style="width: 100%;"></div></div>
<i>Bilingual</i>	
English	<div style="width: 100%;"><div style="width: 100%;"></div></div>
<i>Fluent</i>	
Spanish	<div style="width: 100%;"><div style="width: 95%;"></div></div>
<i>Advance</i>	
Portuguese	<div style="width: 100%;"><div style="width: 90%;"></div></div>
<i>Intermediate/ Advance</i>	
Papiamentu	<div style="width: 100%;"><div style="width: 20%;"></div></div>
<i>Beginner</i>	
Dutch	<div style="width: 100%;"><div style="width: 10%;"></div></div>
<i>Beginner</i>	

Education

2019 Bachelors' in Advertising & Spanish Concentration in Art Direction
Temple University - Philadelphia, PA

2017 CIEE Study Abroad
Marketing & Portuguese
Rio de Janeiro, Brazil & Salvador, Bahia, Brazil

Certifications

- How to Write Great Copy: Learn the Unwritten Rules of Copywriting
Copywriting
[Insperity](#) - February 2023
- Digital Marketing
Marketing
[Hubspot Academy](#) - June 2023
- Develop Your Skills as a Marketing Professional
Marketing
[LinkedIn Learning](#) - September 2023
- Advance Your Skills in Graphic Design
Graphic Design
[LinkedIn Learning](#) - October 2023

Experience

Mothers Helping Mothers Inc. July 2023 - Now

Social Media Manager

In charge of social media outreach and digital content for Mothers Helping Mothers Inc., a non-profit organization located in Framingham, MA. Also collaborating on the re-branding campaign for the organization.

Freelancer September 2019 - Now

Graphic Designer

Use knowledge of current design software such as Adobe, Procreate, Figma, etc. to create graphic design templates, complete projects, and offer marketing/personal branding services to clients.

Dorchester Bay EDC June 2022- March 2023

Communications Manager & Development Associate

In charge of all organization's media, marketing, and communications, which included developing and executing the organization's communication strategies to enhance its brand image, increase public awareness, and strengthen relationships with stakeholders. I oversaw various communication channels, such as their social media platforms, managing marketing initiatives, and crafting compelling messages to effectively convey the organization's mission and achievements:

- Orchestrated media and digital strategies to captivate audiences and drive engagement for the organization.
- Oversaw traditional and digital messaging tactics, including media pitching, web maintenance, and copy development.
- Strengthened the organization's media relations efforts, enhancing its presence and reach.
- Collaborated on the annual report and all fundraising materials, ensuring consistent branding and compelling messaging.
- Designed marketing materials and collaborated on annual fundraiser events, creating visually appealing assets.
- Developed and executed the organization's Season of Giving campaign, resulting in increased engagement and donations.
- Designed and oversaw all social media assets, newsletters, blogs, and website upkeep.
- Created and executed advertisements for sponsored events, attracting a wider audience and generating interest.
- Collaborated on the rebranding campaign of the organization, contributing to its fresh and modern image.
- Recruited community members and local artists for collaboration on in-house and community projects.
- Collaborated, created graphics, and helped organize events such as Open House 2023, Reunion Gala, 2023 Annual Fundraiser, and staffing photoshoots.
- Assisted and provided support for Administration, Finance, and Strategy & Development departments when needed.

John Lenard March 2020- June 2022

Worked in various temporary positions, coordinated by John Lenard temp. agency, in the administrative, property management, law, and marketing field.

• **United Way** November 2021

Administrative Assistant

- Coordinated current and past grant applications, filed documents, and provided assistance to managers and supervisors.

• **Long Hagan Huff- Harris** March 2021

Law Clerk

- Handled administrative duties such as answering phones, scheduling appointments, handling mail, and assisting lawyers when needed.

• **Trinity Management** July 2020 - June 2021

General Assistant Manager/ Administrative Assistant

- Assisted with administrative duties, including answering phones, paying bills, creating and closing work orders, scheduling appointments, and providing support to managers and residents.
- Leveraged knowledge of conversational Spanish to translate for Spanish-speaking residents.

• **First Church of Natick** March 2020

Marketing & Administrative Assistant

- Responsible for creative additions to the Church's \$1,000,000 renovation campaign.
- Designed infographics for presentations and created and maintained weekly newsletters and bulletins.

Lavaux Consulting September-October 2019

Brand Ambassador

- Worked as a door-to-door salesperson, selling Verizon services to small businesses.
- Leveraged language skills in Spanish and Portuguese to communicate effectively with diverse communities.

Brazil Cultural July- August 2017

Marketing Assistant

- Interned as the Marketing Assistant, responsible for creating and designing promotional materials.
- Was tasked with the design of a proof of concept for the website of the study abroad company.
- Served as an English-Portuguese translator for a group of students from the Manhattan Community College.