

MELANIE R.D. GIAMMARCO

www.geocities.ws/melanieg

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EDUCATION

Southern New Hampshire University
Bachelor of Arts in Graphic Design and Media Arts
Graduated: Spring 2020

University of Wisconsin – La Crosse
Bachelor of Science in Recreation Management
Minor: Nutrition
Graduated: Summer 2013

SPECIFIC DESIGN AND PHOTOGRAPHY EXPERIENCE

- Photography: Captured images during University of Wisconsin Women's Hockey games and University of Wisconsin Women's Tennis matches including photographs used for social media and website purposes.
- Graphic Design & Content Creation: Created logo, business card, and promotional material for PrimeTime Performance Rehab and Great Lakes Interiors.
- Promotions: Designed and coordinated a promotional booth at the YMCA Kindergarten Exploration Night to promote our before and after care programs through brochures, flyers, and direct exchange with parents.
- Digital Marketing: Crafted, posted messages and sent direct marketing e-mails to promote childcare programs, family nights, and fundraising events at the YMCA and various program at Greenfield Parks and Recreation.

WORK EXPERIENCE

Greenfield Parks and Recreation

Recreation Coordinator, Greenfield, WI (January 2019 – Present)

- Designed Facebook posts for the marketing of programs offered at Greenfield Parks and Recreation.
- Created a logo used for the Kidnastics program.
- Started a new summer program of half day themed activities for ages 4 to 8.

PrimeTime Performance Rehab

Marketing and Graphic Design Coordinator, Menomonee Falls, WI (June 2018 – Present)

- Created logo, business card, return envelope label, letterhead stationery, brochure, and flyer for marketing purposes.
- Talked with the owner about different ways to promote their new startup business across the community of Menomonee Falls
- Helped with the owner's vision of their clinic and putting it into place in the promotional material and interior design of the clinic.
- Researched most cost-effective ways to print promotional material.
- Attended events to help promote PrimeTime Performance Rehab through face to face contact.

Greater Waukesha County YMCA Association – West Suburban Branch

School Age Childcare Site Supervisor, Wauwatosa, WI (November 2016 – August 2018; August 2019 – Present)

School Age Childcare Staff, Wauwatosa, WI (September 2016 – October 2016, November 2018 – June 2019)

Swanson Wrap Camp Director, Wauwatosa, WI (*Seasonal* Summer of 2017 & 2018)

- Supervised school aged children Kindergarten through 5th grade before and after school in the Elmbrook School District.
- Created curriculum to follow during the program hours.

CERTIFICATIONS/ACHIEVEMENTS/SKILLS

- Adult and Pediatric First Aid/CPR/AED Certified
- Adobe Creative Suite Skills including Illustrator, InDesign, Photoshop, and Dreamweaver
- Photography Skills

