



melissa sweeney
art & design

professional bio

Experience

As an Art Director for a mid-sized center city Philadelphia advertising agency specializing in recruitment advertising, I work closely with other members of the Creative Department, Account Executives, clients and vendors in conceiving, producing and implementing designs for advertising campaigns and corporate branding initiatives. In addition to project conception, development and management, I am one of a team of six hands-on artists in the Creative Department who design and produce the ads, collateral pieces and digital content.

- Collaborating with copywriters and Creative Director in conceiving unique creative solutions to meet or exceed the clients' needs, expectations and budget. This entails proposing headlines, layouts, color palettes and imagery to develop an impactful and recognizable brand for our client.
- Designing and creating the pieces through illustrative, photographic or typographical treatments.
- Creating original art via the traditional media of freehand drawing and painting.
- Creating original art for print and digital media and designing layouts through MAC OSX software programs: Photoshop, Illustrator, Quark, InDesign, CorelDraw, Fireworks, Dreamweaver and Acrobat Pro.
- Researching and purchasing stock photography and art through online photo sites and subscription services.
- Working with print and media vendors to produce campaign collateral pieces such as direct mail, flyers, posters, brochures and advertising specialty products.
- Making client presentations with Account Representatives and copywriters.
- Attending Job Fairs and professional forums to network and recruit clients. My education in the classic media gives me an edge in today's design market.

My employers and clients feel as though they are getting a free upgrade—an artist who is as talented with a paintbrush as she is with a mouse. One who knows it takes more than knowing Photoshop® to be an award winning designer.

Work History

Art Director, Alstin Advertising, Inc., Philadelphia, PA

Design and produce artwork for print and electronic advertising, focused largely on employee recruitment; conceptualize branding efforts with creative team members, account services department and clients; project management to include ordering collateral and working closely with vendors in the production of print and other media. 9 years.

Graphic Designer/Sales Manager/Engraver, Main Line Trophies, Rosemont, PA

Sold and did artwork for imprinted promotional items for advertising specialty distributors and awards company; laser engraved awards and specialty items. 3 years.

Graphic Designer/Sales Manager/Engraver, Center City Engraving, Philadelphia, PA

Sold and did artwork for imprinted promotional items for advertising specialty distributors and awards company; laser engraved awards and specialty items. 6 years.

Graphic Designer/Sales Manager, The Eastland Group, Philadelphia, PA

Sold and did artwork for imprinted promotional items for advertising specialty distributor. 3 years.

Wallpaper and Textile Designer, York Wallcoverings Company, York, PA

Designed and hand painted patterns for wallpaper and fabrics. 3 years.

Education: Pennsylvania State University, BA, Art, 1984

Awards and Recognition

- **(12) (EMA/CEA) Executive Management Association, Creative Excellence Awards**, including a *Best of Category* for an Employee Referral Program and a *Grand Prize* for an internet microsite
- **(1) Athena Award**, bronze for print advertising
- **Espenshade Memorial Scholarship** for Academic Excellence, Pennsylvania State University
- **Scholarship**, Pennsylvania Governor's School for the Arts