

Melanie Bell

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Education

2016 BA Carson Newman University, Jefferson City, TN
Graphic Design

Professional Experience

Digital Designer, Jewelry Television (JTV)
Knoxville, TN | April 2021 – December 2023

- Developed and designed site assets for the Jewelry Television website, utilizing design tools such as Sketch, Illustrator, and Photoshop to enhance the online visual experience.
- Designed and created email campaigns for diverse marketing purposes.
- Collaborated closely with producers and copywriters, actively participating in brainstorming sessions to devise creative solutions for digital projects while ensuring ADA compliance.
- Created SMS campaigns for text-based initiatives, demonstrating versatility in adapting designs for different platforms.
- Created offsite banner packets for marketing providers, aligning visuals with overarching brand.

Freelance Designer, Atavistic Graphics
Knoxville, TN | January 2016 – December 2023

- Led in-person and virtual design sessions, crafting custom designs for print, logos, signage, ads, flyers, social media, and clothing.
- Prioritized seamless communication, fostering long-term relationships with clients through professionalism and satisfaction.
- Produced high-quality, creative photographs that consistently surpassed client expectations.
- Contributed to project success and growth through a comprehensive skill set in design and photography.
- Captured diverse subjects, including family portraits, events, architecture, and landscapes.

Graphic Designer and Digital Content Coordinator, Girl Scouts of the Southern Appalachians (GSCSA)
Knoxville, TN | May 2019 – January 2021

- Designed diverse marketing materials, including social media graphics, flyers, website banners, apparel, van wraps, and council event magazines.
- Planned and executed impactful marketing campaigns for nonprofit events, ensuring broad outreach and meaningful engagement within the community.
- Maintained the company website by regularly updating content and information, ensuring relevance and user engagement.
- Collaborated with team members to ensure cohesive branding across all marketing channels, fostering a unified and impactful brand image.
- Traveled to various camps and events, gathering visual content, including photographs and videos, to effectively convey the organization's mission and activities across various print and digital platforms.

Professional Experience (Continued)

Lead Designer, Ozone Leotards
Knoxville, TN | July 2017 – May 2019

- Engaged in client collaboration to facilitate design sessions, creating bespoke apparel, promotional graphics, and website banners.
- Proudly contributed designs that were showcased at the 2020 Olympics in Tokyo.
- Assisted in photoshoots and streamlined production processes by organizing sewing patterns, ensuring efficiency and precision in manufacturing.
- Demonstrated proficiency in digitizing sequin and rhinestone motifs using cutting-edge software, including All American, Sierra Hotfix, and Salesforce.
- Designed exclusive apparel for Team Brazil at the World Championships and elite gymnasts for the US Championships.
- Thrived in a fast-paced environment, showcasing an ability to create designs for high-profile clients and prestigious events.

Social Media Manager, Ozymoron US
Knoxville, TN | October 2016 – January 2018

- Oversaw and managed the company's social media accounts on platforms such as Instagram, Facebook, and Snapchat.
- Conducted in-depth analysis and monitoring of social media engagement and account analytics, leveraging insights to inform strategic decisions and optimize online performance.
- Designed visually appealing and engaging social media graphics aimed at increasing brand awareness and effectively promoting products.
- Successfully contributed to the enhancement of the brand's online identity through creative and impactful visual content.
- Photographed clothing and captured behind-the-scenes footage, strategically utilizing this content in social media and marketing materials.
- Ensured a dynamic and engaging social media presence by incorporating authentic and visually appealing visuals into the brand's online narrative.

Graphic Designer, Faith Promise Church
Knoxville, TN | February 2017 – May 2017

- Designed diverse marketing materials including social media graphics, billboards, shirts, and brochures.
- Managed and monitored multiple social media accounts including Instagram, Twitter, Snapchat, and Facebook.
- Analyzed and tracked social media performance using account analytics.
- Captured event photos and behind-the-scenes footage for use in marketing materials.
- Represented the organization in a professional and respectful manner while hosting Instagram Live and appearing in video ads.

Other Community Memberships

2019 – 2021	Girl Scouts of the USA (GSUSA)
2016 – 2018	Women of Vision
2013 – 2016	Young Women of Promise (YWOP)