



Melissa Sohmer

Digital Designer + Illustrator

Work Experience

alphabroder | April 2015 – Present
Graphic Designer

Collaborate daily with the Director of Marketing and our team of Marketing Specialists on various digital campaigns for brand promotions and new product launches.

Campaign assets include: emails, landing pages, splash pages, web banners, sell sheets, flyers and print ads.

Design, write copy and code weekly emails for a variety of fashion and sportswear brands such as Bella + Canvas, Alternative Apparel, Champion, Hanes, and Adidas.

Responsible for concepting and executing an international fashion campaign from the ground up, with a total reach of over 100,000 unique customers.

Work directly with the Chief Marketing Officer on all print and digital branding components for our annual Las Vegas party at the largest annual trade show event in the industry.

Chat Vodka | June 2011 – Present
Creator/Co-owner

Created a brand of vodka for a college branding assignment and brought it to market in 4 states and 26 establishments.

Managed all advertising, marketing and social media content. Concepted, photographed, and designed all web and print materials.

Networked and built relationships with potential customers and retailers by conducting in-store tastings to enhance product awareness.

Proscape | October 2014 – April 2015
Graphic Design Intern

Involved in the design, creation and deployment of a variety of marketing apps for clients such as: L'Oreal, Colgate, Ferrari and Merck Serono.

Redesigned social media branding across all networks and devices.

Created web banners, icons, infographics and monthly newsletters.

Say Hello

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Freelance Experience

Timmons & Co. | June 2014 – March 2015
Freelance Graphic Designer

Designed a variety of projects for a wide range of clients which included logos, medical device packaging and invitation design, icon set illustration, photo retouching, brochures, and direct mail pieces.

Additional Freelance Clients: Pawwash, Schanz Property Preservation, Justin Pugh, and Chilware.

Education

West Chester University

BFA Graphic Design / Web Technology Minor

Class of 2014 – West Chester, PA

Technical Skills

Adobe Creative Suite
Mac OSX & PC Platforms
Digital Illustration
HTML & CSS
Bootstrap
MS Office
Video Editing
Digital Photography

Working Knowledge:

Javascript/JQuery
WordPress

Awards + Exhibitions

PA University System Student Art Exhibition
Dixon Center, 2014

First Place Work of Art, BFA Exhibition
West Chester University, 2013

WCU BFA Exhibition
West Chester University, 2013

20-20 Visions: Cultural Poster Exchange
Guizhou University China, 2013