



HI. I'M MELISSA.

Versatile and innovative creative director with over 13 years' experience, including six years leading a creative team at Google. A strategic problem solver with a proven track record of producing thoughtful and engaging campaigns that connect with target audiences and increase brand visibility. Strengths include prioritizing projects across cross-functional teams in a dynamic, fast-paced environment and simplifying complex technical concepts into visual language. A well-rounded, collaborative leader with strong verbal and written communication skills who has a deep understanding of customer-centric approach and a passion for developing breakthrough creative using imaginative yet functional design.



APTITUDE

meh ok v good rockstar



ENLIGHTENMENT

UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL

Bachelor of Arts (B.A.) in Journalism and Mass Communication with a Concentration in Advertising

VCU BRANDCENTER

Master of Science (M.S.) in Advertising, Art Direction



CULTIVATION

CREATIVE DIRECTOR

Google Fiber · San Francisco, CA

03/2017 - 03/2023

Led creative direction and end-to-end execution of marketing content across all major media, channels, and experiences.

- ★ Conceptualized, designed, wrote, edited, and produced all marketing collateral, including direct mail, website, email, social media campaigns, print and digital ads, event graphics, signage, swag, presentation layouts, brochures, sales collateral, and all other branded materials.
- ★ Developed and refined brand voice and design systems through three successful rebranding initiatives.
- ★ Produced 200+ assets for rebrand within two-month time frame, which accounted for 90% of all assets and exceeded the target of 50%.
- ★ Provided direction, feedback, and mentorship to freelance creatives and studio design team, ensuring all deliverables followed creative strategy and brand guidelines.
- ★ Collaborated with the UX and engineering teams to build a new website, email design system, customer portal, and buy flow, leading to a 40% increase in conversion rate and 20% decrease in support calls.
- ★ Spearheaded market research survey and analysis to identify new target market segments/personas; adjusted creative strategies and messaging to resonate with target audiences and grow brand awareness by 30%.
- ★ Conducted A/B testing, analyzed performance data, and optimized digital marketing and social media campaigns to increase click-through rate by 255% and engagement by 70%.
- ★ Owned and revamped direct mail program, resulting in 400% increase in website traffic.
- ★ Coordinated multiple projects across cross-functional teams and vendors to produce deliverables on time and within budget.

ASSOCIATE CREATIVE DIRECTOR

Applied Underwriters · Foster City, CA

01/2011 - 12/2016

Managed and collaborated with freelance writers and designers, vendors, production artists, event planners, and web developers, overseeing all aspects of creative development and execution from conception to completion.

- ★ Devised creative briefs for innovative direct mail pieces, guiding creative and production teams in development and execution to ensure brand consistency and deliver materials within timeline and budget.
- ★ Launched successful rebranding of a subsidiary medical care company, Promesa Health; redesigned all related web and print collateral.
- ★ Planned and organized client incentive trips and events, overseeing budget management, vendor coordination, and event orchestration.
- ★ Designed branded event materials across all touchpoints, including elaborate save-the-date and invitation kits, signage, itineraries, swag, and presentations.