

STRATEGIC DESIGNER

Hello, I'm Melanie Dunn.

I'm an experienced and creative problem solver fueled by curiosity and empathy. I feel passionate about crafting human-centric, data-driven campaigns that resonate and drive results. I'm also pretty funny.

Experience

2021-CURRENT

Madhouse in Toledo, Ohio (Hybrid)

DESIGNER / DIGITAL MARKETING STRATEGIST

In 2021, I was offered to join this team of award-winning geniuses after a year of collaborating with them as a freelancer. With the encouragement to grow and explore, I've expanded my skills beyond design to include all things digital marketing, analytics and search engine optimization.

- Designed and programmed new automated advertising an analytics dashboards for client to see and sort real-time results.
- Upgraded all clients to GA4
- Filmed and edited TikTok/Reels ads

2012-CURRENT

Cuttlefish Graphics in Bowling Green, Ohio (Remote)

OWNER

For over a decade, I've had the pleasure of working with a variety of clients including almost all of my previous employers. In recent years, I've decided to shift into a boutique for digital downloads and print-on-demand products.

- I have extensive SEO and Digital Ad experience through my decade-old Etsy shop.
- I've worked with a variety of clients both remotely and onsite, which adds to my wide perspective on industry best practices.

2018-2021

Mail Works in Toledo, Ohio (Remote)

CREATIVE DIRECTOR

In my first creative director role, I managed the brand and internal advertising as well as designed collateral for clients.

- Challenged with the task, I created my first Shopify site intended to be a consumer-facing shop for promotional products.
- In my first six months, I designed and launched a new company website in Wordpress.

CONTACT

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EDUCATION

2003-2005

Print Journalism

Bowling Green State University

GRADUATED 2010

AAS in Commercial Art

Owens Community College

SKILLS

- Design
- Project Management
- Digital Advertising
- 2D Animation
- Web Development
- Email Marketing
- Video Editing
- Photo Editing
- Content Strategy
- Search Engine Optimization
- Comedic Relief

CERTIFICATIONS

Google Ads Display

Google Digital Academy
(Skillshop)

Google Ads Search

Google Digital Academy
(Skillshop)

Google Ads Video

Google Digital Academy
(Skillshop)

Google Analytics

Google Digital Academy
(Skillshop)

More Experience

2015-2016

Owens Corning (Aquent) in Toledo, Ohio (On-site)

DESIGNER, CREATIVE SOLUTIONS

In the Creative Solutions department of OC World Headquarters, I created both print and digital designs for a variety of internal clients as well as roofing contractors across the country.

- In addition to design, I was the direct contact for incoming jobs and managed the workload of the team.
- In my first two weeks, unprompted, I learned a new program to fill a void on the team.
- After I left, I was asked back several times as a freelancer to support multiple areas of the business.

2011-2011

Fruchtman Marketing in Sylvania, Ohio (On-site)

SENIOR DESIGNER

An agency focused on the jewelry/luxury industry, this is where I began developing my campaign development skills. As the Senior, I managed the workload of our three-person design team.

- This position expanded my Wordpress and web dev experience.
- Assigned by the client, each designer was responsible for a variety of print and digital assets

2011-2011

Worldstart in Sylvania, Ohio (On-site)

MARKETING & COMMUNICATIONS DIRECTOR

This online tech shop was my first experience with e-commerce and email marketing. At this company of six, my responsibilities extended beyond marketing to all areas of the company.

- I lead the team in selecting products, developing educational content and developing sales and promotions.
- I brainstormed and launched a monthly e-book that included all of our tech articles, which was offered free to members or purchased for a one-time price.

TECHNICAL SKILLS

- Photoshop
- Illustrator
- InDesign
- Final Cut Pro
- XD
- Figma
- Canva
- Looker (DataStudio)
- Excel
- PowerPoint
- Keynote
- Wordpress
- Squarespace
- Shopify
- Constant Contact
- Mailchimp
- Google Ads
- Google Analytics
- Google Search Console
- Meta Ads
- LinkedIn Ads
- TikTok Ads
- HTML
- Javascript
- CSS
- Moz
- Davinci

ORGANIZATIONS

2014-2022

AAF TOLEDO BOARD OF GOVERNORS

President 2019-2020

2019-PRESENT

OWENS COLLEGE CRT ADVISORY BOARD

2022-PRESENT

ROGERS HS VCT ADVISORY BOARD

2022-PRESENT

GOOD NATURED MEMBER Metroparks Toledo

References

SALLY STEARNS

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Owens Corning
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SARA BOWYER

Channel Marketing Manager,
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EMILY CALLAHAN

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