



St. Paul, Minnesota
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(612) 867 - 5118

EXPERTISE

Digital Marketing • Creative
Strategy • Copywriting • Layout
• Print and Electronic Media •
Advertising • Web Design

TECHNICAL

Adobe Illustrator • Photoshop •
InDesign • JavaScript • HTML5 •
CSS • JQUERY • CMS • AdWords
• WordPress • MailChimp •
SquareSpace

EDUCATION

Bachelor of Arts & Sciences - 2017
University of St. Thomas | GPA: 3.63

Major:
Communication & Journalism

Minor:
Environmental Studies & Sustainability

VOLUNTEER

Dorothy Day • Feed My Starving
Children • We Can Ride • Order of
Malta • Jeremiah Program

MELISSA KOCOUREK

EXPERIENCE

WEB DEVELOPER | 2016 - PRESENT

Alongside Services II - Minneapolis, MN

- Responsible for designing, coding, and modifying company's website that are user-friendly, effective and appealing.
- Writing and editing content.
- Create back up files and solve code problems.

DESIGN EDITOR | 2015 - 2016

Arquette Agency - Minneapolis, MN

- Responsible for email and online marketing.
- Created and coordinated design, production, and distribution of marketing materials, including traditional print and digital mediums.
- Managed social media accounts: LinkedIn, Facebook, Twitter, Instagram and Pinterest.
- Produced reports on website traffic, conducted presentations and briefs.
- Discussed design and layout ideas with other colleagues to create weekly newsletters- often to tight deadlines.

FRESHMAN SOCCER COACH | 2013 - 2015

Cretin-Derham Hall - St. Paul, MN

- Provide training direction, encouragement, motivation, and nutritional advice to prepare athletes for games.
- Manage and analyze coaching techniques based on the strengths and weaknesses of athletes.

COURSEWORK

DESIGN CONCEPTS | 2015

Designed to provide students with a deep understanding of graphic design elements and principles. Applied projects in typography and publication layout completed via the Macintosh.

VISUAL COMMUNICATION | 2015

Integrated the history, theory and principles of communicating visually through art, illustration, photography, design, typography, film, video, and other visual forms.

DIGITAL IMAGERY & SOUND | 2015

Created short documentaries including one (1) b-roll video using journalism principles, including effective story-telling, frame size, correct lighting and audio. Editing tools and equipment included Final Cut Pro, iMovie, camera-video, tripod, lavalier and shotgun microphone.

WRITING & DESIGNING FOR THE WEB | 2016

Built own website using but not limited to, HTML, CSS, JQUERY, JavaScript, Adobe Creative Suite, while integrating design principles including: typefaces, newspaper and magazine composition and layouts, logo ID, and packaging PDF files.