



MELANIE BOSTWICK



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SOFTWARE

Photoshop

Illustrator

Animate

After Effects

Premiere Pro

VS Code

RevJet

Google Web Designer

Google Workspace

MS Office

EXPERIENCE

Senior Designer @ 22Squared | Atlanta, Georgia

June 2017 - Present

Lead dynamic & rich media discovery for current & potential clients

Design, animate, develop, manage, & maintain dynamic banners for Southeast Toyota.

Animate social posts & stories for Baskin-Robbins & Advent Health

Animate/develop banners & rich media for Publix & Advent Health

Spearheaded Studio department in Google Ad Manager migration

Led Studio department through XML migration for Southeast Toyota

Senior Designer @ Centro | Chicago, Illinois

September 2012 - June 2017

Concept, design, develop, and troubleshoot interactive standard HTML5, desktop and mobile rich media, social and native advertising

Create compelling mock-ups to help win new business

Work autonomously on projects, collaborate with co-designers, and mentor junior designers

Consult and communicate with clients regularly

Manage and lead the team in the adoption of new technologies

Keep current with innovative formats, best practices, and design trends

EDUCATION

Full-Stack Development @ Georgia Institute of Technology

August 2020 - February 2021 | Atlanta, Georgia

BFA @ Georgia State University

August 2004 - May 2011 | Atlanta, Georgia

DEV

HTML/CSS

Javascript

JQuery

AJAX

Node.js

React

SKILLS & EXPERTISE

Digital Advertising

Standard Display

Mobile

Dynamic

Rich Media

Native

Social Media

Facebook

Instagram

Pinterest

SnapChat

Ad Servers

DoubleClick

AdWords

FlashTalking

Celtra

Sizmek