



SKILLS

- Project Management
- Communication
- Marketing
- Graphic Design
- Web Design and Editing
- Photography
- Videography
- Social Media

MELISSA WALLER

CONTACT

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EDUCATION

BFA // Graphic Design
University of Illinois
Urbana-Champaign
1996 - 2000

EXPERIENCE

Marketing Coordinator // December 2015-present

New Media Specialist // May 2014 - December 2015

Campus Recreation / University of Illinois

- Responsible for leading and facilitating all marketing and communication efforts for Campus Recreation, a department in Student Affairs, to both internal and external stakeholders.
- Plan, develop, review, and modify the annual marketing plan and direction for the department as a whole, as well as, individual programs and facilities, including budget and sourcing outside vendors. Update the comprehensive project management system and legacy binder daily.
- Direct, write, edit, design, and approve promotional materials to support programs, events, and awareness. These include printed materials such as newsletters, annual report, posters, brochures, digital signage, photography, videography, and website components. Complete projects from conceptualization through production, budget, and purchasing.
- Expanded the identity system for Campus Recreation working within the newest branding guidelines from the University. Approve branding and order all materials using the Campus Recreation logo.
- Create, edit, and manage content for the website, including overall Campus Recreation information, event promotion, and program components.
- Redesigned the existing website and staff intranet to a new content management system and visual identity. Implemented an events calendar to market programs and events, allowing for maximum productivity, efficiency, and audience outreach.
- Foster collaborations between multiple Student Affairs departments, student groups, and marketing-related groups on campus.
- Responsible for outreach, special events, and welcome week activities, including Illini Frenzy, one of the largest welcome event for students on campus using the ARC and all activity spaces.
- Supervise two full-time staff, a graduate assistant, and nine students. Oversee the sponsorship and outreach specialist create and execute sponsorship contracts and fulfill the respective obligations.

MELISSA WALLER

WORK EXPERIENCE (CONTINUED)

Entrepreneur // 2011-2014

Posh Prints & Design / Monticello, IL

Melissa Waller Photography & Design / Monticello, IL

- Designed and produced 600 digital photoshop templates for other professional photographers to use for their photography business.
- Developed an online storefront for sales and tutorials as well as a membership site for other photographers to access the digital products they purchased. Planned and implemented a targeted marketing campaign with suggestions for related product sales and customer retention.
- Scripted and recorded tutorial videos and online classes to teach other photographers how to use these digital templates to enhance their business.
- Photographed a wide variety of clients specializing in families, high school seniors, and infants. Proficient in studio and natural lighting with an emphasis in portrait photography.
- Produced superior editing and photo manipulation through Adobe Photoshop and Lightroom.
- Marketed both businesses via online forums, email campaigns, social media campaigns, website, and printed materials.

SOFTWARE

Proficient with

- Wordpress, HTML, and CSS
- WebTools
- Adobe Creative Suite:
Photoshop, Lightroom, Illustrator, InDesign, and Acrobat
- Microsoft Office:
Word, Excel, PowerPoint, and Outlook
- iMovie
- Camtasia
- Hootsuite
- FourWinds Interactive Signage

Familiar with

- Drupal
- Adobe:
Premiere Pro and After Effects

Media Communications Specialist // 2005-2011

Division of Intercollegiate Athletics / University of Illinois

- Designed visually appealing tickets, posters, advertisements, and street banners.
- Facilitated design and advertising projects between multiple departments within Athletics.
- Monitored and bid all public relations printed projects.
- Researched and executed cost-savings measures for various printed projects through vendors as well as printing processes and materials.
- Managed brand identity, including logos, fonts, and colors on all printed materials.

Marketing, Design, and Web Coordinator // 2001-2005

Ramshaw Real Estate / Champaign, IL

- Developed and designed new web interfaces, web graphics, layouts, brand, and logos for multiple new projects.
- Corresponded with project heads to determine client listing needs for company websites and printed materials.
- Bid, designed, and produced simple to complex booklets and printed materials. Designed templates and trained users on the development of future pages and content.