

MELISSA R STROM

Pattern Shift (Detail)
Digital Media
396 x 1584 pixels
2020

MELISSARSTROM.COM  LINKEDIN.COM/IN/MELISSARSTROM/  BEHANCE.NET/MELISSARSTROM/  @ARTBYMELSIE

EDUCATION

Moravian University | Class of 2021

B.F.A. Studio Art / Graphic and Interactive Design, Minor in Management: Marketing Track

Activities and Societies: Kappa Pi Art Honor Society; Tri-Alpha First Generation College Students Honor Society; Moravian Art Club; Moravian Equestrian Team; Honors Program Recipient

Pratt Institute | Non-degree seeking, 2017-18

A.A.S. Graphic Design / Illustration

Activities and Societies: WPIR Pratt Radio Show Co-Host; Pratt Reef Club

Lafayette College | Non-degree seeking, 2016-17

"Lafayette Art Experience"

Activities and Societies: Confluence Group Installation (on view along the Karl Stirner Arts Trail in Easton, PA)

AWARDS

Dean's Honor List | 2017-21

Honors Recipient | 2020-21

Received honors upon completion of an Honors thesis project

National Conference on Undergraduate Research | 2021

Research and visual arts exhibition accepted for presentation at NCUR

Daniel W. Tereshko Memorial Prize in Studio Art | 2021

Appointed by Moravian University

SKILLS

Art • Fine Art • Graphic Design • Music Design • Illustration
Photography • **Communications** • Branding & Identity
Social Media Marketing • Email Marketing • Client Interaction
Customer Service • Project Management • Research
Stocking & Inventory • Copywriting • Teaching • **Software**
Adobe Photoshop • Adobe Illustrator Adobe InDesign
Adobe XD • Adobe Premiere • Adobe Acrobat • Procreate
Figma Google Docs • Google Slides • Google Sheets
Microsoft Word • Microsoft Powerpoint • Microsoft Excel
Microsoft Publisher Slack • Basecamp • Mailchimp • Constant
Contact • Hootsuite • Wordpress • InkBook • Quickbooks
Nextech • Instagram • Meta/Facebook Ads • Twitter/X • LinkedIn
TikTok • Zoom

EXPERIENCE

Customer Service Lead

Highmark Farmstand | Easton, PA | Sep 2023 - Present

- Train new employees and manage Farmstand during my shifts
- Provide exceptional customer service to patrons of the Easton Public Market
- Stock inventory, clean, and manage POS system

Practicing Artist

Bushwick, NY | Dec 2021 - Present

- Participation in Bushwick Open Studios 2022
- Curation of work including solo exhibition *Welcome to the Real World* at The Gallery at Steel Pixel Studios

Karl Stirner Arts Trail

Social Media Coordinator | Easton, PA | Nov 2021 - Present

- Write and create content for social media posts and website
- Update events and news on website
- Coordinate resources with Communications Committee for press, newsletter, and web

Allentown Art Museum

Marketing & Social Media Coordinator | Allentown, PA |

Mar 2022 - June 2023

- Develop strategy and content for museum's Instagram, Facebook, Twitter, LinkedIn
- Increase account engagement by 81%
- Follower growth rate of 20%
- Prepare weekly email newsletters
- Update Museum website using WordPress
- Design and implement promotional materials, social media, digital newsletters, ads, photography, and metrics/results reporting
- Oversee prepress production of marketing brochures and signage
- Pitch cross-promotional campaigns with partner organizations, donors, and local stakeholders
- Attend Downtown Allentown Engagement Committee meetings with City Center representatives
- Educate interns marketing, development, and Museum protocols

Allentown Art Museum

Social Media Intern | Allentown, PA | Jun 2021 - Mar 2022

- Manage and create content for museum's Instagram, Facebook, Twitter, LinkedIn
- Spearhead Reels and Stories features
- Increase account engagement by 10 times and followers by 3%
- Develop cross-promotional campaigns including AAM Chalk Your Walk x KSAT Young Masters Wall
- Conduct research with Assistant Curator on 1960's fashion

Advanced Lab Solutions

Administrative Assistant | Bethlehem, PA | Nov 2020 - Mar 2022

- Conduct data entry for a COVID-19 drive-thru testing site

The Art Establishment

Art Instructor/Camp Director | Fountain Hill, PA | Jun - Jul 2021

- Designed and taught curriculum for ages 5-14
- Directed morning/afternoon art camps (12-15 kids)

Satori Ink

Receptionist/Tattoo Apprentice | Bethlehem, PA |

Aug 2018 - Oct 2020

- Managed front desk and handled booking procedure
- Set up, broke down, and stocked tattoo stations
- Consulted with clientele
- Created designs/tattoos for clients, then tattooed them