

# MELISSA RSTROM

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 Marketing Management

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 • Illustration Photography  
**Communications** • Social Media Marketing • Email Marketing  
Client Interaction • Customer Service • Outreach  
Project Management • Research • Teaching • Writing • **Software**  
Adobe Acrobat • Adobe Illustrator • Adobe InDesign  
Adobe Photoshop • Adobe Premiere • Adobe XD • Basecamp  
Figma • Google Docs • Google Sheets • Google Slides  
Microsoft Word • Microsoft Excel • Microsoft PowerPoint  
Microsoft Publisher • Procreate • Slack • Mailchimp  
Constant Contact • Hootsuite • Wordpress • InkBook  
Quickbooks • Nextech • Printavo • Zoom • Ads • Instagram  
Meta/Facebook • Twitter/X • LinkedIn • TikTok

## EXPERIENCE

### State of Mind Apparel

Manager of Pre-Press for Screen Printing | Zieglerville, PA |  
Aug 2024 - Present

- Register and attach design films to carrier sheets
- Operate exposure unit to burn all screens for each automatic/manual screen printing job
- Prepare daily schedule and check tasks using Printavo
- Reclaim, coat, and tape screens
- Oversee darkroom procedures, file films, clean exposure unit
- Break down/set up press, clean squeegees/floodbars, screen print, lay up, and quality check garments

### Karl Stirner Arts Trail

Social Media Coordinator | Easton, PA | Nov 2021 - Aug 2024

- Write and create content for social media posts and Reels
- 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
- 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, and liaise with exhibiting artists
- A(501)(c)3 non-profit

### 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
- Coverage of Pride, Third Thursday, i.e.
- Research 1960's fashion gift offer with Assistant Curator
- On-call security guard for museum

### Advanced Lab Solutions

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

- Handle 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
- Marketing and social media