

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

- Oversee darkroom procedures, catalogue films, monitor inventory
- Review and prepare film positives per work order
- Operate/maintain exposure unit to burn screens for every job
- Assign all screen printing/embroidery jobs via power scheduler
- Reclaim, coat, and tape screens
- Break down/set up press, clean squeegees/floodbars, screen print, lay up, and quality check garments
- Coordinate/check-in deliveries as Shipping & Receiving Assistant

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 exposure

Allentown Art Museum

Marketing & Social Media Coordinator | Allentown, PA

Mar 2022 - June 2023

- Develop strategy and content for museum's Instagram, Facebook, Twitter, LinkedIn
- Design weekly e-mail newsletters, webpages, social media ads, and report monthly metrics report for Board of Directors
- Achieve follower growth rate of 20%, and increase engagement by 81% on Instagram
- Oversee pre-press production of print brochures/signage
- Lead bi-weekly cross-departmental matrix meetings
- Pitch cross-promotional campaigns with partner organizations, donors, and local stakeholders
- Contribute to Downtown Allentown Business Alliance meetings
- Liaise with exhibiting artists

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%
- Initiate cross-promotional campaigns including AAM Chalk Your Walk x KSAT Young Masters Wall
- Photograph exhibitions and events (Pride, Third Thursday, i.e.)
- Research 1960's fashion gift offer with Assistant Curator
- Assist as on-call security guard for museum

Advanced Lab Solutions

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

- Record patient data for a COVID-19 drive-thru testing site

The Art Establishment

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

- Prepare and teach curriculum for ages 5-14
- Direct morning/afternoon art camps (12-15 kids)

Satori Ink

Receptionist/Tattoo Apprentice | Bethlehem, PA

Aug 2018 - Oct 2020

- Managed front desk and initiated all booking procedures
- Consulted with and checked-in clientele
- Set up, broke down, and stocked artist's stations
- Designed and tattooed art on clientele