

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

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 Painting • Drawing • Screen Printing • Graphic Design
Typography • Web/Layout Design • Illustration • Photography
Communications Branding • 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

- Manage the day-to-day operations of the Pre-Press department, overseeing workflow, production schedules, screen preparation, quality control, and timely completion of jobs
- Coordinate and prioritize workflow from work-order review and film preparation through screen production and press readiness
- Establish and maintain procedures for screen exposure, inventory, reclaim, quality control, and production readiness
- Monitor inventory and production needs to maintain efficiency and prevent delays
- Cross-train employees in pre-press procedures and production workflows, including training a dedicated backup who is capable of working independently
- Collaborate with Production, Shipping & Receiving, and Art

teams to troubleshoot issues, coordinate deliveries, and keep orders moving efficiently while fulfilling deadlines

- Operate and maintain film exposure equipment and prepare film positives and silk screens according to production specifications
- Reclaim, coat, and tape screens
- Assist running automatic/manual press from set up to breakdown, and screen print, lay up, and quality check garments

Karl Stirner Arts Trail

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

- Developed and produced social media content promoting exhibitions, events, artists, and programming
- Managed website postings for events, news, and programs
- Collaborated with the Communications Committee to coordinate press, newsletter, and web communications
- Helped maintain a consistent digital presence across platforms while supporting audience engagement and community outreach

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
- Developed marketing and social media campaigns