



Melanie Berra

Contact me:

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Expertise:

- Art Direction **3+ years**
- Design **7+ years**
- Illustration **7+ years**
- Branding **5+ years**
- Event Production **5+ years**

Software:

- ▬ Adobe CS
- ▬ Figma
- ▬ MailChimp / Klaviyo
- ▬ Office 360 / Keynote

Other Experience:

Facebook Ad Manager, Squarespace, Procreate, Canva, Constant Contact, Zoho, Midjourney

Education:

University of Florida 
 BA Digital Arts & Sciences *Cum Laude*
 May 2017

Hello

Creative generalist with keen experience in art direction, design, marketing and live events. My specialties include branding, campaign development, creative management, installation design and production design.

Professional Experience:

Kworq *New York, NY | Feb. 2020 - May 2023*

360 Creative Agency focusing on elevating brands & organizations through innovative, thought-provoking marketing content, fueled by personalized strategy and diverse perspectives.

Art Director

Led and directed the in-house creative team of designers, animators, copywriters and editors to develop successful marketing campaigns, branding projects, video content and more. Oversaw the execution of creative projects from conception to completion, ensuring high-quality deliverables and on-time delivery. Highly involved in the formulation, creation and presentation of new-business pitches.

Designer

Responsible for brainstorming and creating visual materials that communicate brand messages effectively and drive impactful marketing campaigns for clients. Worked closely with clients to translate their design objectives into visually compelling concepts, backed by research, strategy and testing. Deliverables varied across multiple mediums including digital, print, animation social media, branding, web, emails and more.

Clients:

Nanit, Commodity Fragrances, The Body Shop, Uncommon Goods, 4-H National, Etat Libre d'Orange Perfumes, Echo New York, Cooperstown All Star Village and more.

LA Media Group *Hollywood, FL | Sept. 2018 - Oct. 2019*

Full-service marketing agency focusing on the exposure and growth of businesses through ad management, digital optimization and strategy-driven content.

Lead Designer

Led the design process and execution for various client projects, including branding, digital content and marketing campaigns. Responsible for the creation and distribution of all design briefs, management of project tasks and timelines/deadlines, and maintaining a collaborative environment within the in-house creative team. Tasks within client projects included paid & organic social posts, email flows, branding materials, animations and more.

Clients:

Orange Theory Fitness, American Social Bar & Kitchen, Bryan Abasolo Enterprises, Cali Chill Cannabis Delivery, & more.

C&I Studios *Fort Lauderdale, FL | May 2017 - Aug. 2018*

All-encompassing idea agency that solves advertising challenges with innovative concepts and powerful in-house production.

Production Specialist

Managed and executed all in-house live programming at the C&I Studios facility, encompassing events such as community art exhibitions, interactive & immersive art installations, live performances and local markets. Conceptualized event themes and objectives, overseeing all aspects of production from decor an aesthetics, to talent booking and technical arrangements. Orchestrated successful collaborations with artists, performers and vendors, ensuring seamless coordination and execution of each event.

Graphic Designer

Responsible for the creation and implementation of materials that effectively conveyed brand messages and client objectives, in collaboration with the in-house creative team. Executed design projects across a wide range of mediums, including digital, print, branding, social media, web, animation, emails and more.

Clients:

Magic Leap, W Hotels, YMCA National, EDSA Architects, HANDY, HauteHouse, & more.