

MELINDA HARROLD

RETAIL ASSOCIATE - MERCHANDISING

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SUMMARY >

2+ years of Retail Associate experience, 5+ years of Food & Beverage experience, 16+ years of sales + manager experience in the Entertainment Industry; thriving in fast-paced and ever-changing environments for up-sell and sales opportunities with an outgoing enthusiastic personality. Collaborating with team members to greet customers, cross-sell products, introduce new ones, bag or box or gift-wrap packages, handle returns or exchanges and resolve any complaints with a passion for Cirque du Soleil Shows (primarily in Santa Monica and Las Vegas locations).

PORTFOLIO >

- banner ads
- brand collateral
- brochures
- bus wraps
- digital graphics
- e-commerce
- marketing
- merchandise
- OOH/DOOH
- packaging
- point-of-sale
- presentations
- rich media
- retouching
- sales decks
- social media
- storytelling
- tradeshow
- wild posts
- websites

SOFTWARE EXPERTISE >

Photoshop
Illustrator
InDesign
Acrobat Pro
Keynote
Excel
Word
Outlook

EDUCATION >

MFA Graphic Design
California Institute of the Arts

BA Graphic Design
BA Telecommunications
Indiana University

EXPERIENCE >

- Crash Cat Studio** Jan 2008-present
Founder + Sales Director
 - ads, bus shelters, bus wraps, banners, in-store displays, merchandise, one-sheets, OOH/DOOH, social media, standees and wild posts
- Legion Creative** July 2021-present
Freelance Graphic/Production Designer
 - banners, print ads and OOH/DOOH for Showtime
- Cold Open** Jan 2016-present
Freelance Graphic/Production Designer + Manager
 - banners, bus shelters, bus wraps, merchandise, one-sheets, OOH/DOOH, social media, standees and wild posts for ABC, Amazon, Fox, Hulu, Miramax, Netflix, Nickelodeon, Paramount+, Relativity and YouTube Red
- We Are Royale** Jan 2022-present
Remote Freelance Packaging Production Designer
 - OOH/DOOH, packaging and print ads for Audible
- SimplyFun** Sept 2018-present
Remote Freelance Packaging Production Designer + Retoucher
 - games, brochures and catalogs
- Leroy and Rose** April 2017-May 2023
Freelance Production Designer + Retoucher + Manager
 - banners, merchandise, one-sheets, OOH/DOOH, ads and wild posts for Absinthe, AMC, ATV+, FX, Hulu, Netflix, New Line Cinema, Prime Video and Syfy
- Known/Stun/Buster Ink** Jan 2013-June 2023
Freelance Graphic/Production Designer + Manager
 - ads, business cards, banners, one-sheets, OOH/DOOH and wild posts for Audible, CNN, MSK, Netflix, Paramount+, Rockefeller Center, Teton Ridge, TruTV and Tubi
- BLT Communications** Jan 2018-Dec 2021
Permalence + Freelance Retoucher + Graphic/Production Designer
 - ads, banners, merchandise, one-sheets, OOH/DOOH and wild posts for Broadway, DreamWorks, Miramax, Nickelodeon, Paramount Pictures and Warner Brothers
- Paramount+** June 2021-Nov 2021
Remote Freelance Graphic/Production Designer
 - banners for Paramount+
- designory** Aug 2020-Oct 2020
Remote Freelance Graphic/Production Designer
 - banners for Amazon and Sony