

# Melissa Boyce

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**Objective** To use my knowledge and skills in graphic design industry

**Education** B.A. Psychology, Summa Cum Laude, University of California, Santa Barbara, CA, 1991

Learn-It, San Francisco, CA

Various classes in Adobe Photoshop, Illustrator, In-Design, HTML and Dreamweaver

Fluent in Adobe Photoshop, Illustrator, In-Design, Dreamweaver, Acrobat, Microsoft Word, Excel and PowerPoint

**Experience** **Graphic Designer**

2009 - present

Melissa Boyce Graphic Design

Bethel Park, PA

- Design logos, letterhead, business cards, programs/booklets, invitations, signage, banners, email blasts/newsletters, basic front end web design
- Directly involved in overseeing print process
- Types of projects include printed collateral for corporate meetings, trade show materials, sales incentives, physician marketing materials, and wedding suite pieces, PowerPoint sales presentations

**Creative Services Manager**

2004 – 2009

The Performance Group

Emeryville, CA

- Managed all creative print projects for clients of a west-coast based meeting planning company
- Responsibilities included design of logos, letterhead, business cards, programs/booklets, invitations, signage, banners, PowerPoint presentations and templates
- Designed email blasts/newsletters, occasionally included basic front end web design
- Involved in printing production from beginning to end
- Outsourced to independent contractors as needed and maintained contractor relationships
- Typical projects included printed collateral for corporate meetings, trade show materials, sales incentives and client appreciation events
- Assisted Sales department in creating printed and electronic sales presentations and proposals
- Position required creativity, flexibility with client changes, management of deadlines and ability to make changes quickly

**Costing and Planning Specialist**

2000 - 2004

The Performance Group

Emeryville, CA

- Purchasing duties included hotel/meeting space searches throughout country or world based on client's meeting requirements
- Created budgets for client's programs which typically included hotel accommodations, food and beverage, transportation, buyout of venues for special events, printed materials such as signage and collateral and other logistical elements
- Negotiated hotel/venue contracts
- Meetings varied in size from 35 - 2100 participants and included corporate sales meetings and trade shows, sales incentives and executive forums
- Redesigned Excel budget template for company use
- Position was very fast-paced and required ability to work independently and juggle several tasks and details at once

**Account Manager**

2000

The Performance Group

Emeryville, CA

- Responsible for managing budget and all logistical aspects of program preplanning and operations; included menu planning, hotel room lists, transportation companies, décor, entertainment, destination management companies, gifts, awards, production companies, and final billing

Referrals provided upon request