Melissa L. Lawson

BRAND DESIGNER & DIGITAL CONTENT PRODUCER
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Employment

Melissa L. Lawson Design Jan 2018 - Present
Brand Designer, Digital Content Producer, Strategist

★HIGHLIGHTS:
2023 Bronze, Trendy Awards for Best Association Podcast
Video production using custom AI-generated images, videos, and music for American Society of Anesthesiologists, Chicago IL
Social media strategy and production, blog management, website design and SEO for Evolve Youth Services, Arcata CA
Podcast editing and video production for American Society of Anesthesiologists, Chicago IL
Team-building games, booth design, wayfinding and experiential design for Mekorma Software, Tahoe & Arcata CA, and Remington Medical, Chicago IL
Developed a branding system with GPTs and webinars for therapists: Therapists' Brand Lab on Skool
Social media strategy and production for Mindful-Pratique, Minneapolis MN
Website and social media content for Juniper Sparrow, a slow fashion brand in Arcata CA

PWR New Media Oct 2018 - Dec 2022
Content Producer, Designer, Audio Editor, Voice Overs

★HIGHLIGHTS:
Email marketing campaigns, digital press releases with press kits for Oreo, YUM! Foods, Build-a-Bear, McCormick Spices and medical associations
Designer, metrics campaign for American Lung Association
Infographics, microsites, email design, landing page design & production

From 2016 - 2018 I consulted for both PWR New Media and others. Side projects outside of these companies included social media campaigns for authors, a doctors office, and a clothing designer.

mobileforming, LLC Sep 2014 - Sep 2018
Lead Designer, UX Lead

★HIGHLIGHTS:
2018 Silver, Best Mobile App Awards for Best Mobile App Design - Hilton Hotels App
Lead designer for Hilton Hotels app
Liason between design and development teams, developed process specifications
Led brand strategy campaign for mobileforming
UX research for Experian

Freelance Mobile Content Manager & First Social Media Campaigns Jan 2007 - Aug 2014

★HIGHLIGHTS:

2013 First Social Media Campaign on Pinterest for McCormick Spices
Mobile Content Director for JupiterMedia (now part of Getty Images)
Mobile Content Consulting for Universal Music
Mobile Content Production for Universal Music, Warner Bros. Studios
Digital Strategist for Mekorma Software, produced videos and launched YouTube channel

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Infospace Oct 2002 - Nov 2006
Product Manager, Content Manager

★HIGHLIGHTS:

Managed content strategies and production team for Universal Music, MTV, SonyBMG Music, Universal Pictures, Warner Brothers Studios, MLB, NCAA, T-Mobile, ATT/Cingular among others
Performed research & development for mobile content for Samsung
Designed software that adapted content for different phones
Developed and pitched products for mobile phones to carriers
Managed relationships with licensed companies

THE EARLY DAYS OF THE WEB

Web Developer, Designer, Manager, & Art Director 1997-2002

★HIGHLIGHTS:

2000 #4 Best e-tailer Website Design for Beautyjungle.com, Fortune Magazine
Art Director and Web Manager for Sephora's early competitor Beautyjungle
Designed first ever website for Chicago Mercantile Exchange
Designed and developed B2B websites for Miller Lite

Education

BFA *summa cum laude,* New World School of the Arts at University of Florida, Miami
Studied Video and Film at University of Miami

Additional Skills

Advanced proficiency in Adobe Creative Suite and Microsoft Office
AI-assisted content creation, custom GPT development
SEO, SEMRush, digital advertising
HTML, CSS
UX research, software tool design
Voice overs, audio editing