



Melina Troccolo

Graphic Designer and Illustrator



Contact

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Education

Bachelor of Fine Arts in Graphic Design and Digital Media

Champlain College

August 2019-May 2023

Study Abroad, Dublin, Ireland,
Spring 2022

Software

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe XD

Mac OS

Canva

Constant Contact

Microsoft Excel

Microsoft PowerPoint

Slack

Google Docs

Google Slides

Skills

Graphic Design

Illustration

Print Design

Typography

Color Theory

Digital Design

Social Media,

Brand Identity

Web Design

Customer Service

Professional Experience

Contract Graphic Designer, Faycrest Studios L.L.C.

February 2024 - Present, Remote

- Updated and edited visual assets for diverse projects, ensuring alignment with client branding.
- Resized and organized images and printed signage, optimizing layout for clarity and visual appeal using Adobe Illustrator.

Content Creator/Receptionist, Natick Recreation and Parks Department

November 2023 - Present, Natick, Massachusetts, United States

- Conceptualized and designed visually compelling flyers optimized for social media using Canva, integrated into bi-weekly newsletters and seasonal brochures to promote department programs.
- Planned, designed, and published bi-weekly electronic newsletters to inform Natick residents of upcoming programs and events, using the Constant Contact platform, consistently had a 60% open rate and improves community participation.

Graphic Design Intern, Catie's Cause

January 2023 - May 2023, Remote

- Produced visually engaging social media posts using Canva to educate the public about the dangers of acetaminophen.
- Developed an infographic on the risks of mixing alcohol with acetaminophen to be distributed to College students using Adobe Illustrator.
- Made promotional stickers to be distributed at events.
- Leveraging real-time analytics, we enhanced Catie's Cause's social media presence, increasing its organic reach and resulting in hundreds of views on key promotional content shared during targeted campaigns.

Graphic Design Intern, AllPeople Marketplace

June 2022 - August 2022, Natick, Massachusetts, United States

- Arranged information for proper readability on AllPeople Pitch Deck.
- Created possible slides to improve the visual appeal of the AllPeople Pitch Deck presentation using Google Slides.

Part-Time Branding Coordinator and Graphic Designer, IFDESIGN L.L.C.

July 2020 - Present, Natick, Massachusetts, United States

- Crafted a cohesive corporate visual identity, establishing brand standards and creating promotional items including logos and business cards using Adobe InDesign, Illustrator, and XD.
- Formatted project sheets for client proposals, clearly communicating architectural project logistics.
- Launched the company website using GoDaddy, enhancing online presence and accessibility. Continues to manage and update site.

Social Media and Technical Assistant, Champlain College, Career Collaborative

October 2019 - May 2023, Burlington, Vermont, United States

- Composed social media posts and stories alongside fellow Social Media and Technical Assistants to promote events, inform students about deadlines, and give them helpful career information on Instagram and Facebook platforms.
- Designed vibrant event promotional posters using Adobe Illustrator to boost attendance at student events.
- Streamlined organization of office supplies and student information using Google Sheets.