

Melissa Ryan

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EDUCATION

Iowa State University

Bachelor of Arts, Advertising

May 2024

Ames, IA

- Minor:** Graphic Design

SKILLS

- Software:** (Adobe Illustrator, Photoshop, After Effects, InDesign, Cinema 4D, Premiere Pro, Premiere Rush)
Google (Docs, Slides, Sheets, Gmail, Drive)
Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Social Media** (Facebook, Twitter, LinkedIn, Pinterest, Tok-Tok, Instagram, Snapchat)

BYRON'S MARKETING DEPARTMENT

Social Media Intern

September 2023- Present

Pomeroy, IA

- Created eye catching designs to visually appeal to an audience to sell tickets to music concerts
- Brand and visual identity designing posters aligned with the ideals of the company including fonts, logos, and color schemes
- Print and quality assurance collaborated with printing venues to ensure high quality posters
- Content creation and copyright ensuring that the message of the poster was made to the intended audience

LEADERSHIP & INVOLVEMENT

- Former Vice President of Cardinal and Gold**

A club that works like an ad agency. We design websites, rebrand logos, and write press releases for small businesses and clubs at ISU

- Member of the Advertising Club**

- Serve 901 Nonprofit organizations**

For an alternative spring break, students choose between four locations where they want to make the biggest impact

- Volunteered at a halfway house and cleaned up the streets with former inmates
- Read books to children on Memphis public television

Community College Iowa Central

Associate of Arts, Journalism

December 2019

Fort Dodge, IA

Walmart

Cashier

April 2019 – March 2020

Storm Lake, IA

- Abided and upheld Covid-19 protocols by collaborating with my colleagues to ensure the safety and well-being of the customers and employees
- Oversaw \$10,000 of daily transactions through cash checks, credit cards, and automatic debits
- Addressed conflicts swiftly, resulting in customer satisfaction 100% of the time
- Received employee of the month for going above and beyond for customer satisfaction