

CREATIVE COMMUNICATIONS NINJA

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WHY I DO WHAT I DO

I seek to reduce suffering by helping to make the world's brands and messages more effective, mindful and aesthetically pleasing.

HOW I ROLL

I'm a seasoned design and communications warrior with the dedication, experience, skills and network to achieve exceptional results. Creative team building is a superpower. (Mac or PC, Adobe Creative, Microsoft Office and Google Suites)

COMMUNITY IS KEY

I'm ridiculously passionate about building empathy, trust, resiliency, efficiency and community into all systems. I work with a variety of local, national and international individuals and organizations to develop and improve social and environmental justice for all. I fill any spare moments of time as stand-in public school educator and residential care worker for at-risk youth.

WHAT I DO / DID

Melanie Conran Visual Communications (2003 – PRESENT)

I provide comprehensive creative visual communications and information technology (IT) consulting, including print and electronic design services for an ever-expanding and wholly delightful customer base.

Air Lift Company (2006-2018)

As creative director, I built, developed, led and supported the efforts of an award-winning team of up to 9 wildly-talented humans tasked with technical and creative communications projects including print, interactive, packaging, catalogs, advertisements and promotional video. I also helped overhaul their IT infrastructure and developed and implemented their recycling program.

Michigan Farm Bureau (2003-2006)

As graphic designer and communications specialist for the non-profit public relations division, I collaborated with county and statewide groups to design, edit and execute corporate and public relations publications, training modules and events. I built the case for and enacted software and procedural updates increasing operational efficiencies by more than 20%.

Great Gazebo (1997-2003)

As creative director, I built a quality design and pre-press department of up to 3 graphics wizards from the ground up, facilitating the transition to newer, more efficient print technologies. We were instrumental to growing the company's sales and customer base by an average of 50% annually. Primarily print-based, and large format, we also worked on web development, corporate advertising and publications, photography and 3D modeling.

Beads by the Dozen (1999 – 2001)

As graphic designer and webmaster I designed and managed art and information for the production and marketing of carnival throws. I served as liaison between analog artists and overseas producers and kept the web site humming. I updated technologies and processes, improving results and eliminating missed deadlines.

Justice In Mental Health Organization (1993 – 1995)

As mental health rights advocate, I worked locally and statewide to help consumers of the mental health system better connect with and stay in their communities. I served on the Michigan governor's advisory council on mental illness while revising the mental health code's chapter on recipient rights.

NEVER NOT LEARNING

Bachelor of Arts, Liberal Studies (2007)

Thomas Edison State University

Professional Development (Ongoing)

Coursework in Computer Graphics, Fine Arts, Web Development, Programming, Presentation Development and Delivery, Project Management, Team Development and Leadership, Marketing and Communications Strategy, Permaculture Design, Motivational Interviewing, Verbal and Physical De-escalation Techniques