

MELISSA WHALING

Reading, PA

(610) 554-6606 | [linkedin.com/in/mwhaling98/](https://www.linkedin.com/in/mwhaling98/) | mwhaling98@gmail.com

EXPERIENCE

GRAPHIC DESIGNER | Primitives by Kathy, Inc. | Lancaster, PA November 2023 – Present

- Follows guidelines and job outlines from product managers for various catalogs
- Applies art from artists onto a variety of mediums (cloth, wood, paper, etc.)
- Breaks files down to send to vendors for sampling and creation
- Utilizes Adobe Creative Cloud to manipulate, color correct, and resize art as needed
- Manage multiple jobs and prioritize based on due dates and publication of each catalog

PATIENT SERVICE REPRESENTATIVE | LVPG Family Medicine | New Tripoli, PA September 2022 – November 2023

- Checks patients into the practice prior to their appointment
- Answers the phone and coordinates between patients and physicians
- Keeps patient files up-to-date and accurate
- Coordinates confidential information between patients and other departments

SMALL BUSINESS OWNER | *Etsy* | New Tripoli, PA June 2020 – March 2024

- Develops and maintains online retail presence
- Creates and updates the brand image
- Creates engaging social media content
- Manages store marketing and ads

TASTING ROOM ASSOCIATE | *Clover Hill Vineyards & Winery* | Breinigsville, PA. November 2021 – October 2022

- Monitors tasting room and sales floor
- Serves wine tastings and operated cash register for purchases
- Assists social media manager for content

INTERN | *Subvenio Technologies, LLC* | Philadelphia, PA January 2021 – May 2021

- Created an engaging print publication with Adobe InDesign and Photoshop
- Created cross-platform content for small business and startups
- Designed visually-pleasing and highly-functional graphics with Canva and Adobe Illustrator

FRONT END SALES ASSOCIATE | *Weis Markets, Inc.* | Fogelsville, PA July 2015 – March 2020

- Worked at cash register to check out customers
- Monitored front end department
- Operated customer service desk
- Additional skills: handled money between customer service desk and registers, aided other department as needed, worked with employees and customers to settle disputes over prices/etc.

EDUCATION

GRAPHIC DESIGN AND MEDIA ARTS, Bachelor of Arts January 2022 – October 2023

SOUTHERN NEW HAMPSHIRE UNIVERSITY | Manchester, New Hampshire

- Concentration: Web Design

SOCIAL MEDIA THEORY AND STRATEGY, Bachelor of Science January 2018 – May 2021

KUTZTOWN UNIVERSITY OF PENNSYLVANIA | Kutztown, PA
MILLERSVILLE UNIVERSITY (TRANSFER SCHOOL) | Millersville, PA

- Minor: Public Relations
- Graduated Magna Cum Laude with a GPA of 3.78

SKILLS

- Adobe Creative Cloud
- Graphic Design
- Social Media Management
- Microsoft Office