

# MELISSA WHALING

New Tripoli, PA

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## PROFESSIONAL EXPERIENCE

- PATIENT SERVICE REPRESENTATIVE | LVPG Family Medicine / New Tripoli, PA September 2022 – Present
- Check 20+ daily patients into the practice prior to their appointment by using verbal communication to confirm their information
  - Answers the phone and coordinates between patients and providers
  - Keep 100+ patient files up-to-date and accurate by using excellent organization to accurately store files electronically and via hard copies
- SMALL BUSINESS OWNER | *Etsy* | New Tripoli, PA June 2020 – Present
- Develops and maintains online retail presence
  - Creates and updates the brand image
  - Creates engaging social media content
  - Manages store marketing and ads
- TASTING ROOM SALES | *Clover Hill Vineyards & Winery* | Breinigsville, PA November 2021 – October 2022
- Monitored tasting room and sales floor
  - Served wine tastings and operated cash register for purchases
  - Assisted 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 – Present  
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

## CERTIFICATIONS

- Individual Qualification – Google Analytics
- SEO – HubSpot
- Discover Digital Marketing – OpenClassrooms

## SKILLS

- Adobe Creative Cloud
- Graphic Design
- Website Design
- Digital Marketing
- Search Engine Optimization
- User Experience
- Typography
- Communication
- Problem Solving
- HTML5
- CSS
- Visual Communication