

Brand Logos



Primary: Left
Secondary: Below



Brand Typography

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Primary: Turbinado Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Secondary: Anisette Std

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Brand Colors



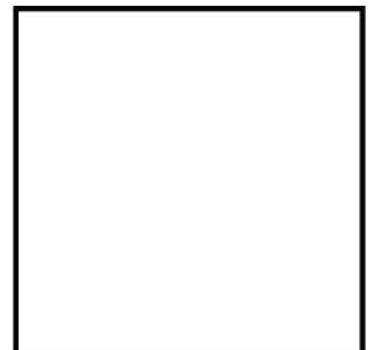
#F48EA3
R: 244 G: 142 B: 163
C: 0 M: 55 Y: 16 K: 0



#FACCD5
R: 250 G: 204 B: 213
C: 0 M: 24 Y: 5 K: 0



#282828
R: 40 G: 40 B: 40
C: 71 M: 65 Y: 64 K: 68



#FFFFFF
R: 255 G: 255 B: 255
C: 0 M: 55 Y: 16 K: 0

Melissa Whaling

GRAPHIC DESIGN SERVICES &
SOCIAL MEDIA MARKETING

(610) 554-6606

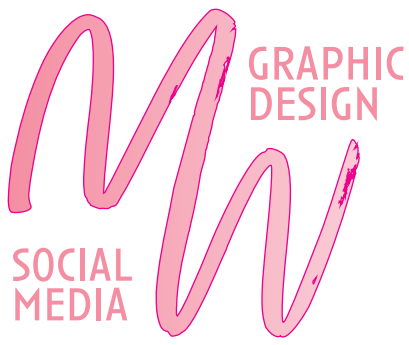
WWW.MELISSAWHALING.COM

MWHALING98@GMAIL.COM

A stylized white brushstroke logo consisting of two large, overlapping, cursive letters, 'M' and 'W', rendered in a thick, hand-painted style. The 'M' is on the left and the 'W' is on the right, with their strokes overlapping. The background is a solid, light pink color.

GRAPHIC
DESIGN

SOCIAL
MEDIA



Melissa Whaling

Graphic Design & Social Media Marketing
4604 Werleys Corner Road
New Tripoli PA, 18066
(610) 554-6606

MELISSA WHALING

New Tripoli, PA

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

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