

Melissa McIntosh

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■ **CAREER SUMMARY & PROFESSIONAL OBJECTIVE:** Broad and diverse background in business development, marketing, graphic design, communications, training and education. Able to leap tall buildings in a single bound with grace and aplomb, manage tight deadlines, be flexible and a true team player, and smoothly interface with all levels of staff and administration. Goals include obtaining a management-level publications, corporate/sales training, education, or communications position where my training, background, and experience would prove personally rewarding and beneficial to the organization. Also to be able to leverage my work ethic, management ability, networking and people skills, as well as strong photo, writing and editing expertise.

■ TARGET POSITION

Career Level: Management (Manager/Director of Staff)
Category: Marketing/PR/Business Development/Training
TARGET LOCATION: US-KY-Louisville area or Off-Site.

Date of Availability: 2 to 4 weeks
Desired Salary: Negotiable

■ PROFESSIONAL EXPERIENCE



10/2000 – 10/2003 **Director of Client Development** The Estopinal Group, Jeffersonville, IN

Coordinate all external marketing efforts for 50-employee architectural firm. Primary duties include extensive cultivation of existing and potential clients, involving prospecting, background research, and relationship-building. Largely credited with securing over \$3/4M in fees/firm's revenue in first two years. Position also entails content generation and production of a quarterly newsletter, website overhaul, tradeshow booth design, conventions and exhibitions, educational contacts, client presentations, advertising, graphic design, photography, rendering CADD drawings, direct mailings, and miscellaneous projects as liaison with commercial printer.



1/2000 - 10/2000 **Web Developer** KA.net Internet Services, Louisville, KY

Responsibilities included art direction and graphics for clients' websites and e-commerce efforts, project management, liaison between sales/engineering/clients, quality control, sales support, generation of custom artwork, photography, management of interns and web assistants, account billing oversight, print and marketing materials, advertising design, seminar presentations, Power Point, brochures, and other graphics duties as assigned. Reason for separation: Company bankrupt and sold to competing Internet Service Provider.



6/1997 - 5/1999 **Graphic Designer & Production Mgr.** The Backstretch Magazine, Louisville, KY

Responsible for the graphic art, copy editing, advertising design, and overall publication of a four-color, 180-page bi-monthly national magazine. Supervised and managed assignments for a national free-lance staff of writers and photographers, one in-house production assistant, and copy editing staff, with special attention to detail and deadlines. Won third place national award from American Horse Publications for color graphic design; oversaw publication issues contributing to national first place for general excellence. Association facing bankruptcy; magazine ceased publication and folded.



1/1985 - Present **Graphic Art Director & Photographer** 1214 Enterprises, Southern Indiana

Performed a variety of graphic design and photographic services, including coffee table books, brochures, wedding photography, advertising design, contract photography for a wide variety of events, corporate logo design, and magazine production. Clients include Hilton Hotels, Churchill Downs, Phi Mu national sorority, Hartford Insurance Co., Graham Obermeyer & Partners Engineering, Putt-Putt Golf & Games, Jefferson Community College, National Catholic Young Adult Ministry Assoc., New York Racing Assoc., Berea Crafts, Louisiana Downs, NY T'bred Breeders Assoc., and Herff-Jones Publishing Co.

■ EDUCATION

5/1986 Franklin College Franklin, Ind.

Bachelor's Degree English and Secondary Education double-major, Journalism minor.

Indiana University Bloomington, Ind.

Master's Degree Graduate courses in journalism education, total of 14 credit hours. Working toward MA degree in journalism, emphasis in photography and graphic design.

Journalism Education Association Manhattan, Kan.

Certification Nationally certified Master Journalism Educator

12/1999 New Horizons Louisville, Ky.

Certification 460+ classroom hours in a variety of software packages including business and graphics applications. Certified PC Specialist. List of software included under PC & Mac Software Package Proficiencies.

■ AFFILIATIONS & AWARDS

7/2003 – Present Franklin College Alumni Council, member
3/2003 – Present American Civil Liberties Union, member
5/2003 - Present Indiana Civil Liberties Union, member
8/2002 - Present Leadership Southern Indiana, newsletter editor and member
2003 – Present Community Foundation of Southern Indiana, Grant Committee member
8/1988 - 6/1996 Indiana State Teachers' Association, member
9/2002 – Present Indiana State Teachers' Association, associate member
8/1988 - 6/1996 National Education Association, member
10/2000 - Present Greater Louisville Inc., GL Health Enterprises Network, member
1/2000 - Present Shelby County (Ky.) Chamber of Commerce, Marketing Committee
1/1998 - 12/1998 American Horse Publications National 1st Place - Magazine Gen. Excellence
1/1998 - 12/1998 American Horse Publications National 3rd Place - Magazine Design
9/1994 - 6/1995 Dow Jones Newspaper Fund Distinguished Adviser - Top 16 Nationally
8/1993 - 6/1994 National Scholastic Press Assoc. Literary Magazine-3rd Place Best of Show award
8/1990 - 6/1996 Greater Louisville HS Press Assoc. Newspaper of the Year
8/1990 - 6/1991 National Scholastic Press Assoc. Newspaper-5th Place Best of Show, national award
8/1990 - 6/1997 Greater Louisville HS Press Assoc. Secretary
8/1990 - 8/1997 Southern Indiana Scholastic Press Assoc. Workshop presenter, member
7/1990 - 7/1996 Indiana HS Press Assoc. Summer Editors' Leadership Workshop Director
7/1990 - 8/1997 Greater Louisville English Council, member
8/1986 - 6/1997 Indiana HS Press Assoc. President, secretary, V-P, convention planner
8/1986 - 8/1997 National Education Association, member
8/1986 - 8/1997 National Council for the Teachers of English, member
8/1986 - 8/1997 Indiana State English Council, member
8/1986 - Present Journalism Ed. Association, member
8/1986 - 8/1997 National Scholastic Press Assoc., member
8/1986 - 8/1997 Columbia Scholastic Press Association, member
1996 Admissions Recruiter Award, Franklin College Alumni Council
1988 - 1989 Leadership Camp Team Leader, Brownsburg High School
1998 Realizing the Dream Award, Independent Colleges of Indiana
8/1982 - 6/1986 Women in Communications, Inc., member
8/1982 - 6/1986 Delta Delta Delta National Sorority Sponsor Chairman, member
8/1980 - 8/1997 Quill & Scroll, National Journalism Honorary, member

■ RELATED EXPERIENCE

Computer Graphic Design Instructor, (PhotoShop & FreeHand) Purdue Tech @ IUS, 2001.
Computer Graphic Design Instructor, (PageMaker & PhotoShop) Louisville Tech., 1999-2000.
Textbook Author: Journalism Essentials, Tom Nieman Publishing, Wilmette, Illinois, 1999.
Guest Lecturer/Publications Judge, Univ. of Maryland, Univ. of SW Texas, Univ. of Alabama, Univ. of Missouri, Mich. State Univ., W. Ky. Univ.; state press assoc. in CA, Wash. DC, TN, KY, IL, and IN.
Technical Editor, MacMillan Publishing Co. (computer software & design manuals), Indianapolis, IN.
Photography and Art Dept. Employee, The Louisville Courier-Journal, 1993.
Wedding Photographer, dozens of wedding couples from 1985-Present.
Yearbook & Newspaper Adviser/British Lit. Instructor, Providence HS, Clarksville, IN, 1996-97.
Freshman Literature/Composition Instructor, IUPUI, Indianapolis, 1988-89.
Journalism Teacher/Publications Adviser for Literary Magazine and Newspaper, Jeffersonville HS, Jeffersonville, IN, 1990-96.
Winner of numerous state and national awards.
English/Journalism Teacher/Newspaper Adviser, Brownsburg High School, IN, 1986-90.
Public Relations/Admissions Specialist (Pulliam Journalism Fellowship), Franklin College, 1983-85.
Public Relations Assistant, Developmental Services, Inc., Columbus, Indiana, 1984.
Sales/Advertising Representative, WXVW Radio Station, Jeffersonville, Indiana, 1983.
Printing Press Operator, Amatrol and Dynafluid, Clarksville, Indiana, 1982.

■ PC & MAC SOFTWARE PACKAGE PROFICIENCIES

DreamWeaver, HTML, Front Page, Microsoft Excel, MicroSoft Project, Microsoft Publisher, Adobe Acrobat, Netscape Navigator, Internet Explorer, Adobe PageMaker, Adobe PhotoShop, Quark XPress, Adobe Illustrator, Microsoft PowerPoint, Macromedia FreeHand, America On-Line, Windows 95/98/NT/2000, Mac OS X.2 and previous, Microsoft Word, Word Perfect, ClarisWorks, AppleWorks, Microsoft Outlook, Microsoft Excel, Microsoft Photo Editor, Adobe Photo Deluxe, Microsoft Works, Palm OS, PDA software and utilities, QuickOffice, FTP, Norton Utilities & Anti-Virus, Mac Link Plus Deluxe, Adaptec Toast, Stuffit & WinZip, Nero, ACDSsee, BigDoc, GifAnimator, Misc. Zip & Tech Utilities, Yahoo, Alta Vista, & Misc. Search Engines, Macintosh troubleshooting, networking, and software configuration.

■ 14 Years of High School, Junior College and University-Level Teaching Experience

■ REFERENCES

Margo S. Grace Phone Number:	Taylor Publishing Co. 502/244.0058	Company Account Representative, Louisville, KY Email Address: MargoGrace@aol.com
Andrew E. Stoner Phone Number:	Office of Gov. F. O'Bannon 317/232.4579	Deputy Press Secretary, Indianapolis, IN Email Address: AStoner@gov.state.in.us
Roxanne Qureshi Phone Number:	Greater Clark Schools 502/485.0875	Elementary School Teacher, Jeffersonville, IN Email Address: RoxanneQureshi@hotmail.com
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William A. Bridges Phone Number:	Franklin College 800/852.0232	Journalism Dept. Chair Emeritus, Franklin, IN Email Address: wabridges@compuserve.com
Judy Babb Phone Number:	Babb Creative 214/906.0007	President, So. Methodist University Publications Adviser, Dallas, TX Email Address: JudyBabb@aol.com
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