

Melissa Infantino

Buffalo, NY - 14221

Ms. Infantino is a team-oriented professional Digital Marketer, Graphic Designer and Web Developer with the proven ability to create, track and optimize successful digital campaigns of any size, on any platform. She possesses proven leadership and management qualities, demonstrated through project management, digital marketing strategies and organizational prowess. She is an accomplished Graphic Designer who has over 8 years (and counting) of professional experience in the field. With a natural ability to harness her creative talents and put them to work, technically speaking, her unique skill sets bring her work to the next level in every regard. Ms. Infantino is a highly motivated self-starter with strong verbal and written communication skills, which translate to a high-level professionalism and an understanding of organizations both large and small in size. Her passion, drive, and thirst for knowledge are more than evident in her work, and certainly help to explain how she transformed from a creative Graphic Designer to a technical Digital Analyst as quickly as she did in her career.

PROFESSIONAL EXPERIENCE

AAA Western & Central New York

Williamsville, NY

Digital Marketing Specialist - August 2016 - Present

Digital Marketing Coordinator - June 2015 - August 2016

AAA Western & Central New York is a not-for-profit association that serves nearly 860,000 members throughout the Buffalo, Rochester & Syracuse regions of New York. We strive to provide outstanding service to our members every day with numerous travel agencies, discounts and rewards, multiple insurance policy offerings, financial services as well as 24/7 emergency roadside service. AAA Western & Central New York has over 860 employees across 12 regional locations, including separate 2 Car Care Plus locations.

- Data driven email marketing utilizing the Salesforce Marketing Cloud (ExactTarget)
- Utilizing advanced features within ExactTarget such as; Data extensions, AMPscript, programmatic marketing
- Responsible for the coordination and maintenance of 400,000+ subscriber list as well as communicating the email deployment calendar and available dates with the team on a regular basis
- Sole technical resource for email marketing and analytics responsible for troubleshooting, creation, training and more advanced email sends as necessary
- Advanced knowledge in HTML/CSS and JavaScript that is utilized in email marketing, analytics and technical tag integrations across the web for campaign tracking and reporting
- Google Analytics & Tag Manager reporting and analyzing across the club's web efforts
- Responsible for standardizing on reporting and baselining metrics for continuous optimization and testing
- 50+ browser and email client testing and optimization ensuring a phenomenal member email experience no matter the device they view on

Currently, my role at AAA is undergoing a major shift in focus from email development to a focus on our digital analytics and tag integration across multiple devices and channels. I will soon be primarily responsible for aaa.com's web analytics, technical tag implementation as well as maintenance, SEO and a subsequent shift from being the sole email developer to more of a technical resource in regards to our in-house email efforts.

Plum.io
Buffalo, NY

Consultant - Digital Marketing Designer - June 2016 - December 2017

Plum uses the most advanced Industrial/Organizational Psychology to ensure companies hire, grow, and retain top talent. Our scalable, cost effective software provides your organization with the ability to predict with certainty the quality of your hires, the development of your employees, and the transformation of your culture.

I was hired at Plum to offer strategic consulting to their internal marketing department in regards to:

- Formulating an overall web analytics configuration implementation and reporting strategy using Google Analytics to create custom conversion funnels to better understand online user behaviors
- Creating and maintaining a technical website tagging strategy using custom HTML/Javascript Cookie tags to track behaviors & important metrics for business analysis within Google Analytics
- Graphic Design assistance in regards to: the creation of several landing page templates within HubSpot using a combination of HubL, custom CSS, custom web font integration and strategic design tactics to highlight company testimonials, downloadable assets + 'product' overviews

MelissaiDesign
Buffalo, NY

Owner, Freelance Designer/Web Developer • June 2009 - Present

Since beginning my career as a freelance Graphic Designer/Web Developer I've given life to healthcare, local businesses and event websites, campaign specific as well as event landing pages, local entrepreneurs, and local retail websites throughout my tenure. I work to provide companies and individuals in need of creative services, product photography, marketing, print and digital pieces to take their business to the next level. This includes: web design, logo design, packaging, in store and event signs, email development, social advertisements, animated GIF banner ads, billboards and postcards just to name a few.

You may view my portfolio of work here: <http://melissaidesign.com/>

TxMQ, Inc.
Williamsville, NY

Interactive Marketing Lead • Oct. 2014 - June 2015

TxMQ is an IBM Premier Business Partner and full service enterprise IT solutions company that supports both large and mid-sized businesses and government institutions in the US and Canada. We offer design, architectural, implementation, and migration services across a broad array of industries including: Healthcare, financial services, retail, transportation, and manufacturing, and so on, on a wide variety of systems and platforms.

- Content creation and distribution across multiple digital channels; social, email, web banners, blogs, powerpoint presentations, and white papers as needed
- Manage ad buys, placement, AdWords campaigns, creation, reporting on statistics and optimization
- Design and print for trade shows, events, conferences and client proposals
- Solely responsible for email marketing utilizing Constant Contact, HTML/CSS and browser testing

- Lead a large scale, multisite Wordpress website redesign project in an effort to reposition and strengthen our market reach and clearly define our variety of services and offerings
- Attended meetings to discuss digital strategies as well as campaign performance and upcoming events as needed
- Regularly audit print pieces in rotation and redesign on an ongoing basis
- Coordinate and approve various print projects with local agencies attending press checks and assisting in internal distribution
- Work closely with contractors and recruiters to ensure marketing materials are up to date and aid in their individual efforts

Reed Jewelers / Jeness Decor

2014

Amherst, NY

Website Manager • April 2013 - Oct.

Graphic Designer • June 2012 - April 2013

Advertising Assistant • June 2011 - June 2012

Reeds Jewelers / Jeness Decor has offered only the finest jewelry and giftware to Western New York for over 100 years. With more than 8 freestanding and mall retail locations across the state and into Pennsylvania, ReedsJeness employs over 200 sales associates and support staff. Our experienced and professional staff at each location works closely with customers to ensure they find the perfect gifts and heirlooms for any occasion. Offering both luxury brands and custom CAD jewelry design and production in house, ReedsJeness has been a household name since 1912.

- Oversaw three entire website redesigns during my career at ReedsJeness
 - Magento, PHP, and Wordpress platforms were all used
- Google AdSense/Analytic monitoring daily.
- Google Adwords campaign creation and maintenance.
- Leading the conceptualizing and subsequent driving of traffic to our online store based on upcoming events, holidays and promotions. (Initiate promotions, create or delegate design work for site and email/social media promotions.)
- Responsible for content management - conceptualize landing pages and work daily to keep them current.
- SEO administration and execution for our digital efforts and website
- Responsible for photographing, editing, and adding new merchandise to the website as it arrives in stock.
- Designing and planning for new website banners based on promotions, events and holidays.
- Responsible for Jeness online bridal registry management; product photography and maintenance
- Responsible for troubleshooting technical issues and researching new tools and processes to improve our back end productivity and user experience are optimal
- Design, print and distribute associate business cards, in store signage and sales tools on an ongoing basis
- Responsible for email marketing utilizing Mailchimp for creation, list building and maintenance.
- Worked closely with Embrace the Difference to develop and design the website and marketing materials as needed
- Manage and regularly update Facebook, Twitter, Pinterest & various other social media outlets.

Choice Wireless was a local and family owned Sprint and Nextel cell phone store located in Niagara Falls, NY. Customers were serviced with personal attention and care for all of their cell phone service and accessory needs.

- Customer service related to cell phone plans, accessories, billing and technical repairs
- Managed in store marketing services and signage on an ongoing basis
- POS and transaction experience
- Inventory management and product displays for merchandise
- Participated in ongoing training for Sprint and other services offered in the store

EDUCATION

Master of Business Administration (M.B.A.) - Medaille College • Buffalo, NY

April 2018 Graduation

Communication Design (B.F.A.) - University at Buffalo • Buffalo, NY

Graduated: 2011, Magna Cum Laude

2010 Visual Studies Summer Abroad Session • Beijing, China

SUNY Oswego • Oswego, NY

2007-2009, Graphic Design (transferred)

45th Annual Juried Student Show • Charcoal still life drawing was selected to be included in the show

Daemen College • Amherst, NY

2006-2007, Art Education (transferred)

Visual Studies Scholarship Recipient • Awarded to two incoming freshmen based on portfolio review

Niagara Wheatfield Senior High School • Sanborn, NY

2002-2006, Advanced Regents Diploma • General Studies/Art

Drawing on permanent display at NW

TECHNICAL SKILLS

- Adobe Photoshop Creative Suite; Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, After Effects
- PC proficient & Mac OS expert
- Microsoft Office Suite + Google for Business Suite
- Web Development; Wordpress, Magento, Drupal 7 & 8, HTML, CSS, Javascript, Responsive Design
- Graphic Design; Print, Web, Email, Digital Ads, Illustration, Logo Development, Billboards, Typography
- Social Media Channel Expert; Facebook, Twitter, Instagram, LinkedIn, Pinterest, Hootsuite, Spreadfast
- Salesforce Marketing Cloud; Content Builder, Classic Content, Data Extensions, AMPscript
- Analytics & Tag Management; Google Suite, Webtrends, Tealium and paid social and CPC analytics