

MELISSA WHALING

Allentown, PA

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EXPERIENCE

TASTING ROOM SALES ASSOCIATE | *Clover Hill Vineyards & Winery* | *Breinigsville, PA* November 2021 – Present

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

SMALL BUSINESS OWNER | *Etsy* | *New Tripoli, PA*

June 2020 – Present

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

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

ADDITIONAL EXPERIENCE

CONTENT MANAGER, SMS CLUB | *Kutztown University* | *Kutztown, PA*

Spring 2021

- Managed club's website and blog
- Worked alongside Social Media Manager to develop cohesive content across social media
- Assigned roles to members for writing blog posts, editing, and image capture

PARTICIPATING MEMBER, Ville After Dark | *Millersville University* | *Millersville, PA*

Fall 2017

- Worked with club's executives to plan and host weekend activities
- Advised in sessions for future semesters

CERTIFICATIONS

- Individual Qualification – Google Analytics

SKILLS

- Adobe Creative Cloud
- Hootsuite
- Google Analytics
- Search Engine Optimization (SEO)
- Canva
- Digital Marketing
- Graphic Design