

MELEAH POWERS

SKILLS

Skills: Adobe Creative Cloud, WordPress, HTML, CSS, Java Script, PHP, C#, Liquid, Shopify, Bootstrap, Cpanel, Visual Studio, Blender, Unity 3D, MySQL, Google Analytics, Facebook Ad Manager and Analytics, Social Media Marketing, CMS, Microsoft Suite, Client Management, Time and Project Management, Team Work, Organized

Volunteer & Activities: Volunteer Cross Country coach at Aiken High School and Palmetto Track & Field Club, Collegiate Cross Country, Collegiate Track and Field, Collegiate Soccer, Volunteer SPCA Dog Walker, Counselor/Art Teacher at *Music and Arts Week at Camp Sumatanga* (Gallant, AL)

Portfolio: www.meleahpowers.com

EDUCATION

UNIVERSITY OF SOUTH CAROLINA BEAUFORT

Bluffton, South Carolina

Bachelor of Science in Business Administration

GPA: 4.0 (Summa Cum Laude)

May 2015

- Concentration: Marketing; Minor: Studio Art
- President's Honor List
- CoSIDA Capital One Academic All-District Team
- Sun Conference All-Academic & Scholar Athlete - USCB's first four-time Scholar-Athlete: Soccer, Cross Country, and Track & Field
- 1 of 10 students selected to be in the *Leadership in Practice* class taught by the USCB's Chancellor, Dr. Jane Upshaw

MIDLANDS TECHNICAL COLLEGE

Columbia, South Carolina

Certificate in Front-End Development

GPA: 4.0 (Summa Cum Laude)

April 2017

Certificate in Back-End Development

GPA: 4.0 (Summa Cum Laude)

October 2017

EXPERIENCE

PICKLEJUICE PRODUCTIONS

Beaufort, South Carolina

Website & Graphic Designer, Social Media Manager, Online Content Manager

June 2014 – Present

PickleJuice Productions LLC is an award winning, full service website & graphic design studio.

- Created website design mockups in Photoshop, and implemented the approved website designs in WordPress.
 - Edited websites in CSS and HTML, and created website graphics using Photoshop and Illustrator.
- Designed print and online marketing materials using Photoshop and Illustrator: posters, business cards, online banners, etc.
- Planned, designed, and implemented customized social media marketing plans for clients by thoroughly researching their industry
- Managed and measured the effectiveness of clients' social media marketing using various analytical techniques.
- Created and managed online content for PickleJuice Production's website, lowcountrybride.com.

GROUP 46

Bluffton, South Carolina

Contract Website Designer & Account Manager

March 2016- November 2016

Group 46 is a marketing agency specializing in brand navigation.

- Created website design mockups in Photoshop, and implemented the approved website mockups in WordPress.
 - Edited websites in CSS and HTML, and created website graphics using Photoshop and Illustrator.
- Oversaw all marketing needs for assigned clients including: Researched, designed, and implemented social media plans, marketing strategies, and email campaigns to increase brand awareness.
- Designed and maintained websites according to the client's specifications and needs.
 - Organized and lead meetings with clients and maintained clear and effective communication

MELEAH POWERS – INDEPENDENT CONTRACTOR

Aiken, South Carolina

Owner/Founder

March 2014- Present

Boutique website design and social media studio that specializes in increasing brand awareness.

- Developed overall business strategies, customer acquisition plans and pricing plans for business.
- Designed and maintained websites for clients in a variety of industries: magazine publications, e-commerce, health, & music.
 - Created Aiken Bella Magazine as an online news source, in addition to it's existing print publication.
- Oversaw every aspect of the business which includes: budgeting, hiring, bookkeeping, invoicing, & client management.
- Researched, designed/created, and implemented/managed social media marketing for clients.
- Chosen graphic designer for Aiken City Limits, which was a City of Aiken music festival initiative to increase Aiken's image as music destination.