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Lorianne Melendez

I am the one and only Creative Tycoon. I'm not just a content creator with that lofty title; I also double as the resident social media sorceress, design diva, and photo maestro. When I'm not busy working with a creative realm, I enjoy indulging in the fine art of binge-watching sitcoms, rocking out at live concerts, and, let's be real, devouring scrumptious meals like it's my day job!

Education

Bachelor's in Media & Communications

Full Sail University

Bachelor's in Hospitality Management

Universidad del Este Carolina

Skills

Adobe Creative Suite
(Photoshop, Illustrator, InDesign,
Lightroom, Premiere, AfterEffects)
Figma
Photo Editing and Retouching
Video Editing
Typography
Color Theory
Layout and Composition
Print Design
Retail Asset Design
Web Design
Time and Project Management
Adaptability
Creative Problem Solving
Attention to Detail
Digital Marketing
Product Photography
Multitasking
Organization
Collaboration
Knowledge of Socials
(Instagram, Facebook, Tiktok, Pinterest)

Languages

English (Fluent)

Spanish (Fluent)

Experience

Content Producer at Aesthetic Haus (Jan 2023 - Current)

Actively contributed by brainstorming and pitching content ideas to clients, handling end-to-end content production, including graphics/video editing, photography, and postproduction tasks. Additionally, I managed social media accounts, executed special projects such as website design and rebrands, and played a key role in developing marketing strategies and email campaigns.

Senior Brand Designer at Parade (Jun 2022 - Dec 2022)

Specialized in developing and designing marketing materials for seasonal product launches, ensuring a consistent brand voice across various channels. Pitched and executed web initiatives, expanded visual identities, created digital assets for e-commerce, collaborated on design solutions for UX/UI, and contributed to internal presentations and pitches, establishing efficient workflows within the team.

Senior Graphic Designer at LeTote (Sept 2021 - Jun 2022)

Excelled in crafting marketing materials for seasonal product launches across various channels, ensuring a unified brand voice. Pitched and executed impactful web initiatives, expanded visual identities, managed global digital asset rollouts, collaborated on UX/UI design solutions, and streamlined workflows within the team, while actively contributing to internal presentations and pitches.

Graphic Designer at Rainbow Shops (June 2020 - Sept 2021)

Crafted comprehensive marketing materials for seasonal product launches, encompassing emails, paid social, digital, e-commerce, and social media. Played a key part in maintaining a consistent brand voice, executing web initiatives, managing global digital asset rollouts, and contributing to email campaigns, including sale emails and seasonal drops. Additionally, I supported retail assets, and streamlined workflows within the team, actively contributing to various design projects and responsibilities.

Senior Brand Designer at Monster Vape Labs

(June 2020 - Sept 2021)

Generated an extensive range of marketing materials for seasonal product launches, including emails, paid social, digital, e-commerce, and social media, ensuring a cohesive brand voice. Led the successful execution of web initiatives, site updates, emails, and banner ads, expanding the brand's visual identity through collaborations and internal projects, with a focus on managing global digital asset rollouts and supporting retail assets in print, digital, and social media.