



Michelle Rock

Experienced Print, Digital, and Event Designer

BFA, Graphic Design | James Madison University

CONTACT



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SKILLS

Photoshop

Illustrator

InDesign

Dreamweaver and HTML

Premiere Pro

Brightcove Video Platform

PowerPoint

Microsoft Word

Sharepoint

CURRENT POSITION

LEAD GRAPHIC DESIGNER, NATIONAL PARK FOUNDATION

NOVEMBER 2016 – PRESENT

In-house graphic design lead: working directly with the Senior Director of Brand Development to execute promotions, advertisements, marketing campaigns, HTML newsletters, organizational publications, style guides, brochures, print and digital ads, video, apparel and other collateral that adheres to NPF brand standards. Also manage communications with printing and outside vendors, serve as point of contact for brand management.

PAST EXPERIENCE

GRAPHIC DESIGNER, GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA)

MARCH 2015 - OCTOBER 2016

Multi-talented in-house designer, closely collaborate with the marketing department to execute a wide range of design products for print, web, mobile apps and videos that increase sales and event registration. Effectively critique and guide design contractors and serve as the leading expert to approve designs from vendors. Created over 100 web banners, social media posts and animated GIFs, signage for over 20 global events, (including: US, Canada, Mexico, Germany, Argentina, Brazil, China, and South Africa), event branding for GBTA Convention (7,000 attendee event), managed Brightcove video platform, became a leader in the launch of the new product GBTA On Demand, skillfully managed and organized GBTA's library of 300+ videos, also created and edited videos.

GRAPHIC DESIGNER AND PRODUCTION ASSISTANT, US NEWS & WORLD REPORT

FEB. 2014 - MARCH 2015

Responsibilities included designing for the *U.S. News Digital Weekly* magazine and the three larger products: *Best Hospitals*, *Best Colleges* and *Best Grad Schools*, which are printed annually.

LIVE EVENT EXPERIENCE

TRADESHOW, CONVENTION, AND TELEVISION BROADCAST EVENTS

PRODUCTION-BASED (BEHIND THE SCENES) AND CLIENT-FACING EXPERIENCE

- Two 7,000+ conventions for Global Business Travel Association in Orlando and Denver
- The National Christmas Tree lighting; an annual event with celebrity guests, President of the United States, musical acts such as Kelly Clarkson, Chance the Rapper, the Lumineers, Garth Brooks and James Taylor. The event takes place in front of the White House and was broadcast on the Hallmark Channel.