



MELISSA LEDONNE

Creative Marketing Specialist | Visual Design, Content Strategy & Development
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PROFESSIONAL SUMMARY

Multidisciplinary creative with experience across graphic design, brand storytelling, and digital marketing. Skilled in creating compelling visual content, managing social media strategy, and supporting brand growth through thoughtful, audience-first creative. Presents a unique blend of design thinking, content production, and marketing insight to deliver thoughtful, detailed creative work.

PROFESSIONAL EXPERIENCE

MARCH 2025 – PRESENT

MARKETING ASSISTANT, i9 SPORTS

- Support local marketing and outreach initiatives for youth sports programs, including content creation, social media support, and promotional material design.
- Assist in customer communication and league logistics to ensure consistent and positive brand experience.
- Coordinate event signage and parent-facing materials that align with seasonal programming and brand guidelines.
- Contribute to team communication and community engagement strategy across multiple platforms.

JUNE 2022 – PRESENT

FREELANCE GRAPHIC DESIGNER & MARKETING CONSULTANT, VARIOUS CLIENTS

- Create branded visual content for small businesses and YouTube creators, including logos, posters, and social media kits.
- Lead design and marketing strategy for Twitch streamer and YouTube creator @Isa_DiAngelo, developing visual identity and managing multi-platform content.
- Design and manage social content calendars across Instagram, YouTube, and Discord.
- Support visual storytelling and content production for community engagement and outreach.

DECEMBER 2023 – AUGUST 2024

FREELANCE GRAPHIC DESIGNER, PENNINGTON ORTHODONTICS & PEDIATRIC DENTISTRY

- Designed digital and print content including flyers, signage, and branded visuals.
- Supported social media visuals, event promotions, and general creative projects.

SKILLS

DESIGN TOOLS

Adobe Creative Suite (**Photoshop**, Illustrator, After Effects, InDesign, Media Encoder, Acrobat), **Figma**, Microsoft 365 (PowerPoint, Excel, Word, Outlook), Google Workspace

MARKETING & SOCIAL PLATFORMS

HubSpot, Instagram, Facebook, TikTok, Discord, **YouTube Studio**, Reddit, LinkedIn

CORE STRENGTHS

Brand Development, Content Creation, **Visual Storytelling**, Project Management, Audience Engagement

EDUCATION



SEPTEMBER 2018 – JUNE 2022

VISUAL EFFECTS BACHELOR OF FINE ARTS, SAVANNAH COLLEGE OF ART AND DESIGN

PROJECTS

JANUARY 2025 – PRESENT

TWITCH GAMING STREAMER

- Communicated a consistent streaming schedule via community Discord, engaging viewers through chat and voice interactions.
- Delivered entertaining commentary during gameplay, sharing strategies and insights to enhance viewer experience.
- Built a unique personal brand that draws in a diverse audience.
- Promoted the Twitch channel across social media platforms such as YouTube Shorts, increasing channel visibility and engagement.