

DAVY MELLADO



MARKETING CREATIVE

CONTACT

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- Philadelphia or Remote

SUMMARY

Marketing creative with experience in global advertising and crafting workflow efficiencies. Dedicated to investing in creative teams to make visuals that excite and inspire audiences around the world. Digital and Print Media jack-of-all-trades with a specialization in producing effective visuals.

EDUCATION

MASTER'S DEGREE,
LIBERAL ARTS
Johns Hopkins University
2019 — 2022

BACHELOR'S DEGREE
Summa Cum Laude,
ART HISTORY
University of Colorado
2012 — 2016

SKILLS

- Fluent in entire Adobe Creative Suite
- Specialization in Photoshop
- Proficient in Cinema 4D (3D)
- Proficient in Studio Photography
- Print Design Expertise
- Compelling On-Stage Skills
- IT & Digital Equipment Specialist
- Creative Team Developer

WORK EXPERIENCE

MARKETING CREATIVE

The Hershey Company | Aug 2018 – Present

The Hershey Company, commonly known as Hershey's, is an American multinational company and one of the largest chocolate manufacturers in the world. Brands that I have produced creative for include Reese's, Twizzlers, Ice Breakers, Jolly Ranchers, Cadbury, and numerous more.

- On average, I save the company \$10,000 a month by bringing design, photography, and creative concepting in-house
- I was elected to represent the company in a special division for the advancement of public communications concerning culture-defining events

MARKETING DESIGNER & IT SPECIALIST

iGavel Auctions | Jun 2016 – Jul 2018

iGavel is an international online auction site dedicated solely to the sale of fine arts, antiques and collectibles offered by a network of independently owned auction houses, dealers, appraisers and other arts professionals. It was founded by the Antiques Roadshow and Sothebys Appraiser Lark Mason setting many world records in auction sales.

- Led a website redesign resulting in a 120% increase in average user time spent on site
- Reduced annual technology overhead costs by 72.6%
- Established and lead a team of 5 employees in weekly social media meetings

GRAPHIC ARTIST/PHOTOGRAPHER

Freelance | Mar 2012 – Aug 2016

First-hand experience capturing images, developing content and connecting with cross-cultural communities in multiple countries. Previous clients include: @Uberfacts, National Geographic, Malibu Rum, and Zambian NGOs.

- Award-winning work with exposure in various outputs such as TV spots and art galleries
- Composed copy and produced visuals for 14 million followers
- Maintained industry-leading social media practices and curation discernment