

MELISSA MCFARLIN

As a creative, I am passionate about combining creativity and problem-solving to visually communicate ideas. Every project presents an opportunity to experiment and innovate, creating something new and impactful. **Let's chat!**

WORK EXPERIENCE

Velodyne Lidar CREATIVE DIRECTOR 2021/2023

Digital Marketing and Design

- Launched and directed integrated marketing campaigns for Velodyne, utilizing all aspects of digital marketing and lead tracking with direct impact on leads and website traffic
- Developed user journeys, wireframes, software user interface, and final designs for corporate website and product launches
- Designed visual assets for marketing collateral, events, webinars, sales materials, and internal communications, and provided advanced PowerPoint support cross-departmentally
- Implemented email marketing campaigns on Pardot Salesforce to a list of 40,000, continually monitoring performance metrics and adjusting strategies as needed
- Produced social media content with 175% total audience growth, including a 54% increase in published content, 33% increase in engagements, 17% increase in impressions, and 11% increase in post link clicks. Created video reels, stories and posts for Instagram, LinkedIn, Twitter & Facebook
- Wrote and published written content for corporate website, including blog posts, product pages, sell sheets, and landing pages

Internal communications

- Spearheaded and managed internal Intranet through Microsoft Sharepoint
- Produced and organized monthly employee newsletters, including content development, writing and publication
- Executed internal enrichment programs, including employee recognition, wellness apps, social events and internal support for company announcements
- Developed and helped launch Automated with Velodyne, the company's co-marketing program with customers, partners and integrators, which includes relationship management, content development and social media promotion
- Concepted and designed internal environmental graphics for corporate office
- In charge of Velodyne's Instagram account that was used as an internal recruiting device, I created reels, stories and posts
- Tasked with leading marketing internship program and guiding participants development

Chopra Global CREATIVE DIRECTOR 2019/2021

- Developed and executed marketing campaigns, capturing target audiences' attention, driving engagement, and achieving conversions. Successfully marketed to a list of over 100k people, resulting in over 5 sold-out retreats
- Created creative content for Product Launch Formula (PLF) campaigns using high-value videos on landing pages. Managed campaigns through four phases: Pre-Pre Launch, Pre-Launch, Launch, and Post-Launch
- Played a crucial role in the successful launch of the new Chopra website and meditation app, which was featured as "App of the Day" on Apple.com. Responsible for designing retreat user interface, developing website and lead generation for Chopra app.
- Managed and mentored junior designers, providing guidance and training to help them advance in their careers



2008

McFarlin Creative

2023

CREATIVE DIRECTOR

As a freelance designer, I offer comprehensive visual solutions for design, advertising, branding, social media, email marketing, packaging, web design, and landing pages. I provide both design and copywriting services, creating unique and innovative creative that captures our clients' brand essence and message. I collaborate with clients ranging from small businesses to large corporations, aligning their brand values and objectives.

Clients: The Honest Kitchen, Montana Free Press, Objective Management Group, Technicolor, Zari Life, Matrix, Activate Health Marketing Agency, Axon (Formerly Taser), Trellis, Shea Homes Trilogy, Henkle, Wilde Body, Matrix Health, Libra Coffee

2008

Lavidge

2014

SENIOR ART DIRECTOR

I dedicated seven years of my professional career to honing my skills at Lavidge, where I specialized in developing campaigns that incorporated television, print, public relations, and social media. My team's efforts garnered recognition for their excellence across multiple channels, resulting in over 20 Addy awards and an Emmy that specifically acknowledged my art direction skills.

Clients: Republic Services, Dole, Massage Envy, Blue Cross Blue Shield of Arizona, Leslie's Pools, Robson Ranch, Arizona Diamondbacks, 98.7FM Arizona Sports Network, Fox Sports, Phoenix Zoo, Meritage Homes, Stater Brothers, Isagenix,, Sanctuary Resort, Enchantment Resort and Golden Door Spa

CREATIVE PASSION PROJECTS

Mel McFarlin Pottery
FOUNDER & MAKER

Right before the whole world shut down I had started taking pottery classes. During the shutdown my teacher let us take home the wheel to practice from home and I was hooked. In my free time I throw functional and modern pottery pieces that blend form and function with beauty. I sometimes sell in-person at events and also have a website I'll launch for special projects. To showcase my Pottery I create social media content in Instragram and TikTok.

Sway & Loden
FOUNDER & MAKER

I enjoy exploring my creative side by making soaps and oil formulas at home. I am proud to say that people loved what I created, which led me to found two skincare lines. Loden was a luxury beauty brand, and Sway focused on all-natural soaps. I was among the pioneers of infusing skincare oils with CBD and had successful sales on luxury CBD online stores. I also gave talks at high-end retail locations to share my passion and expertise in creating skincare products that promote wellness and beauty. Although I now only make both lines more for myself and friends, I enjoyed the process of creating a brand from scratch, designing the website and promoting on social media.

TECHNICAL SKILLS

Adobe Creative Suite, Figma, Powerpoint, Keynote, Microsoft, Sketch, Wordpress Squarespace, Planoly, Sprout, Google Analytics, Airtable, Packaging, Pre-press, Drawing/Sketching, Wireframing, Social Channels, CMS

KEY SKILLS

Creative and Visual thinker, Team Leader and Manager, Skilled Communicator, Attention to Detail, Time Management, Collaboration, Strategic Thinking, Project Management, Adaptability, High Emotional Intelligence, Design Enthusiest, Data Detective

EDUCATION

GRAPHIC DESIGN
ARIZONA STATE UNIVERSITY

ACCOLADES & AWARDS

OVER 20 ADDY AWARDS

EMMY AWARD

PRESIDENT OF THE GDSA

INTERN "COMMUNICATION ARTS" MAGAZINE

INTERN CRAMER KRASSELLT

VELOCITYNE LIDAR HERO AWARD RECIPIENT 2022



RECOMMENDATIONS

Melissa is a highly skilled and knowledgeable creative director who possesses a deep understanding of the latest trends and best practices in the industry. She is able to create effective and engaging marketing strategies and campaigns that help businesses achieve their marketing goals. Melissa is a great communicator and was always able to explain complex concepts in a way that was easy for others to understand. Something that is extremely helpful in the lidar industry. I would recommend Melissa in any capacity, she will be very valuable to your team!

WORKED WITH MELISSA AT VELOCITY LIDAR

Sally Frkman, Chief Marketing Officer

I had the pleasure of working with Melissa at Chopra Global and I can honestly say she is the whole creative package. In addition to being an extremely talented designer, she is a creative and strategic conceptual thinker, often being able to effortlessly translate the goals of our company into outside-of-the-box, on-brand marketing ideas and concepts. As a copywriter, I've worked with a lot of designers, and Melissa was one of the best. She was an amazing partner who excelled at weaving copy and design together to make it impactful, which in my opinion is a sign of a truly gifted designer. In addition, she's a talented brand leader who has a vision for how a company should tell its story aesthetically, and also a passion for consistency across the brand. And while I didn't report to Melissa directly, I was able to recognize her incredible leadership skills, providing support and guidance to her team whenever they needed it. Melissa is an asset to any team that is lucky enough to have her.

WORKED WITH MELISSA AT CHOPRA GLOBAL

Melissa McKean, Copywriter and Brand Messaging Strategist

Melissa and I collaborated while creating content for Chopra's social media channels. Melissa is an incredibly talented graphic designer with an acute understanding of how to transform an idea into a flawless visual asset. She was able to make design recommendations to guide our creative direction, and ensured our visuals were aesthetically pleasing while remaining on brand. She is an absolute pleasure to work with, and will be an amazing addition to your team.

WORKED WITH MELISSA AT CHOPRA GLOBAL

Kath Stevens, Social Media Marketing Manager,
Creative Strategy and Content Creator

Melissa worked for me at Chopra Global for over 2 years. Immediately upon joining the team she was able to translate our ideas into top-notch designs that elevated our marketing efforts to a completely new level. I have always been impressed by her capacity for generating fresh ideas. More importantly, these fresh ideas are always grounded in the campaign strategy and a keen attention to the target consumer – critical to the success of any marketing department. She is also a great mentor to younger designers, empowering them to elevate their own skills and confidence in their designs. I find Melissa inspiring and delightful to work with, and you'd be lucky to have her as a member of your team.

WORKED WITH MELISSA AT CHOPRA GLOBAL

Gail Vogt, Senior Director of Marketing

REFERENCES

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