

Michela Plescia

GRAPHIC DESIGNER

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3242 Aster Avenue
San Luis Obispo, CA

EDUCATION

Class of 2015

Cal Poly, San Luis Obispo

Bachelor of Science:
Graphic Communication

Concentration:
Web & Digital Media

CAREER HISTORY

OCT 2015

PRESENT

S. LOMBARDI & ASSOCIATES

Client Services Coordinator October 2015 - July 2017

- Preparing project estimates and sales presentations.
- Variety of design work: billboards, logos, print ads, branding, etc.
- Expanded the amount of creative projects that could be taken on, provided website development as a new service and streamlined the creative invoicing.
- Social media management for SLA and clients.

Account Executive January 2019 - Present

- Upon my return to SLA I was quickly promoted to Account Executive.
- In addition to past responsibilities, I was given my own client list to manage and the expectation to grow the company's clientele.
- Grew multiple clients yearly budgets by 100%+.

FEB 2018

JAN 2019

WORKSANA [FORMALLY MYETIMECARD] Graphic Designer

- Only in-house graphic designer for a fast growing start up.
- Managed the entirety of the company's brand.
- Started with only a logo and created a brand identity which had a universal cohesive look throughout platforms.
- Managed social media marketing and on occasion worked in customer service.
- After I left the company they rebranded their image and reached out to me to recreate their marketing materials in the new style on a freelance basis.

AUG 2017

FEB 2018

HOSPITALITY MARKETING ASSOCIATES Graphic Designer

- I worked in a closely knit creative department as a Graphic Designer.
- My daily tasks ranged between: e-mail marketing, branding, print and digital design.
- With the fast paced world of hospitality my skill set and prioritization have been beneficially impacted.

APR 2013

OCT 2015

CHRISTINE SEDLEY PHOTOGRAPHY Designer/Editor

- Expanded my knowledge in the Adobe Creative Suite, primarily in Lightroom and Photoshop.
- Responsible for sifting through all of photos, narrowing them to the best couple hundred and editing each photo in a timely manner.
- The continuous editing significantly enhanced my ability to manipulate images, and improved technique.
- Presenting photos to clients and working with each person personally to create custom photo albums allowed my customer service experience to shine.
- Overall the job greatly improved my time management, attention to detail, and organization.
- Photographer was able to grow the amount of clients that she took on.