

MELISSA CRONIN

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PROFILE SUMMARY

Results-driven executive with extensive experience in creative direction, content development, project management, and persona-targeted marketing. Proven track record in delivering integrated marketing materials on time and within budget. Adept at fostering relationships between corporate managers, creative teams, and vendor partners to create successful brand experiences. Demonstrated ability to provide strategic direction and leadership, aligning creative efforts with business objectives to deliver impactful results. Strong expertise in managing creative projects from inception to completion, ensuring adherence to timelines, budgets, and quality standards. Skilled in coordinating cross-functional teams to deliver outstanding creative solutions. Proficient in managing all aspects of creative operations, including resource allocation, workflow optimization, and process improvement, with extensive experience in production management overseeing photo and video shoots, pre-press/retouching, fulfillment, and print management.

SOFT SKILLS

- Strategic Thinking
- Client Services
- Creative Management
- Art Direction
- Content Marketing
- Persona Development
- Production Planning
- Graphic Design
- Scheduling & Trafficking
- Quality Control
- Copywriting
- Proofreading
- Budgeting
- Vendor Relations
- Pre-press & Proofing
- Print Management
- eCommerce Visual Asset Production
- Digital Marketing
- Cross Functional Team Leadership
- Team Management
- Attention to Details
- Excellent Communication
- Video Planning & Production
- Creative Positioning
- Storyboarding
- Post-production
- Editing Oversight

TECHNICAL SKILLS

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Acrobat, Premiere Pro)
- Microsoft Office (Word, Excel, PowerPoint)
- QuickBooks
- Google Chrome Applications
- Project Management Tools
- Apple/Mac Proficient
- Social Media
- Digital Communications

CLIENTS

- FootJoy
- Talbots
- Reebok
- Iron Mountain
- Tea Forte
- Charles River Dressage Association
- Fage Yogurt
- Nic+Zoe
- The Rockport Company
- Grafton School
- TJX Companies
- Boston Beer Company
- Caskata
- TIEM
- Timberland
- Ecco Footwear
- New Balance
- Brahmin
- United Way of Massachusetts Bay
- Parlee Farms
- KVC Luxury Home Builders

PROFESSIONAL WORK EXPERIENCE

Founder & President

Greener Concepts, Inc.

2003 – Present

- Lead the establishment and growth of Greener Concepts, Inc., building it from the ground up, and serving as the principal executive.
- Take full responsibility for business development, including fostering strong client relationships and driving marketing initiatives.
- Direct and oversee the creative direction, production, and administration of all projects, ensuring high-quality output.
- Develop and implement an operational strategy and workflow process for the creative team, optimizing efficiency and productivity.
- Stay abreast of emerging marketing trends, evaluating their effectiveness and incorporating them into the company's brand strategy.
- Present creative campaigns effectively, breaking down production budgets and plans to stakeholders.
- Collaborate with and hire key vendors to ensure timely project execution within budget guidance.
- Oversee the planning and execution of photo and video shoots, as well as pre-press/retouching and fulfillment processes.
- Analyze message reach through analytics and research, making data-driven adjustments to maximize return on investment.
- Proactively anticipate and fulfill future client needs, fostering long-term partnerships.

Sr. Director of Account Services

H55 Contractor

2003 – 2020

- Provide comprehensive oversight of client relations and related services at H55, ensuring exceptional service delivery.

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- Manage all aspects of account services, including budgeting, concept development, and consumer identification.
- Coordinate photography production planning and assess visual and written content needs for client projects.
- Efficiently handle job trafficking, scheduling, and print management, ensuring smooth execution of deliverables.
- Utilize copywriting expertise to develop compelling and impactful content for various client initiatives.
- Conduct in-depth analytics to measure campaign performance, derive insights, and optimize strategies for maximum impact.

Contract Producer

2014 – 2016

Talbots

- Assumed responsibility for seamless coordination of crew, models, and the internal e-commerce creative team at Talbots, ensuring efficient fulfillment of image requirements for talbots.com.
- Managed and developed comprehensive shoot plans, encompassing scheduling, craft services, and travel arrangements, while maintaining strict adherence to budgetary guidelines.
- Collaborated closely with the creative team to understand image needs and translate them into actionable production plans.
- Oversaw the coordination of crew members and models, ensuring a smooth workflow and timely execution of photo shoots.
- Demonstrated strong organizational skills and attention to detail, guaranteeing that all production logistics were effectively managed to deliver high-quality imagery for talbots.com.

Sr. Production Manager

2001 – 2003

Merry Design Group

- Spearheaded the initiation of new projects at Merry Design Group, ensuring seamless coordination among the creative team members.
- Provided comprehensive production resource support to guarantee the timely and accurate completion of projects.
- Managed the production of photo shoots, overseeing all aspects from planning to execution.
- Demonstrated strong copywriting skills, contributing to the creation of compelling content for various projects.
- Assumed responsibility for proofing and final print approval, ensuring adherence to quality standards and brand guidelines.

Art Director

1998 – 2003

Merry Design Group

- Held accountability for the development of layouts and provided art direction for photography and graphic design at Merry Design Group, across various collateral projects and brand initiatives.
- Applied expertise in visual composition, typography, and design principles to create visually appealing and impactful materials.
- Collaborated closely with cross-functional teams, including photographers, graphic designers, and copywriters, to ensure cohesive and effective visual communication.
- Demonstrated a keen eye for detail and maintained consistency in brand identity throughout all design projects.
- Stayed updated with industry trends and emerging design techniques, integrating them into the creative process to enhance the overall quality and innovation of design deliverables.

Graphic Designer

1997 – 1998

Honeywell

- Served as a valuable creative team member within the Consumer Products Division at Honeywell.
- Played a key role in developing visually captivating packaging designs, ensuring product differentiation and consumer appeal.
- Applied artistic skills to create engaging manual illustrations that effectively conveyed product instructions and information.
- Designed informational point-of-purchase graphics, strategically capturing attention and driving consumer interest.
- Maintained a high level of attention to detail and adherence to brand guidelines, ensuring consistency across all design deliverables.

EDUCATION

B.F.A. Graphic Design and Print Management

1996

Rochester Institute of Technology

- Graduate of the College of Imaging Arts & Sciences' School of Design majoring in Graphic Design with additional coursework in Print Management via the School of Printing.

KEY ACCOMPLISHMENTS

FOOTJOY

- Spearheaded the development of creative strategy and production roadmap for FootJoy's successful introduction and sell-in of three new product categories: Men's Performance Golf Apparel (2012), Women's Golf Leisure Apparel (2016), and 1857 Golf Luxury Footwear & Apparel (2018).
- Designed a targeted and comprehensive in-hand presentation, eliminating the need to increase the sales force and additional sales call time.
- Implemented a complete package of communications, ad campaigns, and consumer-facing messaging, resulting in a significant increase in retail space footprint for the brand.
- Achieved exponential growth in category sales, with an annual revenue increase of over \$150 million.

TALBOTS

- Pioneered the setup and development of a monthly shooting strategy in a newly built in-house studio at Talbots headquarters.

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- Curated and led a talented creative photography crew, responsible for generating compelling online visual assets for Talbots.com, enhancing customer engagement and informing them of new product availability.
- Optimized development of talbots.com visual assets as part of a three-pronged, omni-channel customer sales approach, complementing print catalogs and retail store fronts.
- Established an efficient and responsive in-house shooting space, leading to a reduced cost-per-image compared to off-site options.
- Performance contributed to the brand's average of \$94 million in monthly sales.

FAGE

- Assembled a creative team dedicated to developing visually appealing imagery and engaging how-to video content that showcased practical uses for Greek yogurt and sour cream in recipes.
- Visual assets were leveraged across social media channels and ad spaces, resulting in increased traffic to Fage's website.
- Improved customer engagement with detailed product and nutritional information, recipes, and information on retail locations.
- Boosted Fage's brand awareness and sales of their products through effective use of visual content.

VIDEO: MULTIPLE CLIENTS

- Identified the emerging need for accessible and cost-effective video strategies for brands of all sizes to integrate into their social media strategies.
- Utilized expertise in developing high-volume still image libraries to create motion assets and developed an in-agency solution for integrating video content strategy with existing marketing initiatives.
- Achieved this without significant impact on the production footprint and bottom line.
- Produced impactful video segments for social media and performance TV applications, leading to positive brand awareness and impact for clients, including Brahmin, The Rockport Group, The United Way of Mass Bay, and Groton School.

REF E R E N C E S

Available upon request.