

Alexa Meloro

Claymont, DE | (302) 530-5176 | acmelorodesigns@gmail.com

Portfolio: www.acmdesigns.studio | LinkedIn: www.linkedin.com/in/alexa-meloro

Creative Brand Strategist & Designer | Marketing Leader

Strategic brand and creative project manager and designer with over 9 years of experience leading high-impact, cross-channel marketing initiatives from concept through execution. Proven ability to guide creative teams, align brand identity across platforms, and manage complex timelines and deliverables with precision. Known for balancing big-picture brand strategy with meticulous project oversight, empowering teams to deliver measurable results that elevate brand presence and business outcomes.

Core Competencies

- Cross-Functional Team Leadership & Collaboration
- End-to-End Project Lifecycle Management
- Brand Identity Systems & Visual Guidelines
- Creative Direction & Campaign Execution
- Digital Marketing & Content Strategy
- Packaging, Print, and Experiential Design
- Process Optimization & Workflow Development
- Stakeholder Communication & Vendor Management
- Adobe Creative Suite, Figma, Canva, ClickUp, Asana
- Social Media & Email Marketing Management Platforms

Professional Experience

Marketing & Office Manager

AAA Dry Foam Inc. — Wilmington, DE | Feb 2025 – Present

- Oversee the development and execution of brand, marketing, and internal operations for a multi-service restoration company undergoing rapid growth.
- Lead all digital content creation and campaign planning across social media, Google Business, and email platforms, enhancing local visibility and customer engagement.
- Manage content calendars, video campaigns, and branded promotions that support lead generation, community engagement, and service awareness.
- Collaborate cross-functionally with technicians, sales, and ownership to ensure alignment between marketing efforts and business goals.
- Implement process improvements across scheduling, content delivery, and customer service workflows to increase efficiency and internal communication.
- Introduced social-first campaigns and promotional events (e.g. referral incentives, loyalty programs), resulting in increased inbound inquiries.
- Serve as the brand voice and creative lead for all digital assets, printed collateral, and customer communications.

Creative Design Lead | Lead Graphic Designer

Nielsen-Kellerman Company — Boothwyn, PA | June 2018 – Feb 2025

- Led brand and creative execution across four national product lines - Kestrel Ballistics, Kestrel Instruments, NK Sports, and Ambient Weather, supporting B2B and DTC growth through data-driven, cross-channel campaigns.
- Directed concept-to-launch execution for brand campaigns, packaging redesigns, and trade activations, increasing sales pipeline velocity and brand recognition.
- Collaborated with senior marketing, product, and executive teams to align creative with customer behavior and lifecycle journeys.
- Launched integrated campaign strategies that increased seasonal promotion performance by 40% and drove 15% year-over-year growth in product sales.
- Spearheaded a full-scale brand refresh across digital and print, resulting in improved engagement and streamlined asset reuse.
- Reduced production timelines by 40% by optimizing internal workflows and implementing digital asset management systems.
- Elevated product launch strategies with story-driven visuals and packaging, enhancing shelf appeal and boosting market adoption.
- Developed social-first content strategy to align with evolving customer touchpoints, increasing channel engagement by 30%.
- Earned two promotions in six years for consistent delivery of high-impact creative and strategic innovation.

Graphic Designer

Barksdale School Portraits — Aston, PA | 2015 – 2018

- Led layout and print production for large-scale yearbook and marketing deliverables.
- Standardized templates to improve speed and consistency across multiple school districts.
- Created upsell-focused print collateral that boosted sales of premium photography packages.

Receptionist & Marketing Coordinator

Synergy Integrated Medical Center — Wilmington, DE | 2014 – 2016

- Balanced patient services with social media and flyer design to increase clinic visibility.
- Supported health outreach campaigns and local events to drive new patient acquisition.

Additional Experience

Senior Freelance Creative & Brand Designer

Remote | 2014 – Present

- Deliver full-spectrum brand and marketing strategy for startups, entrepreneurs, and small-to-mid-sized businesses across sectors including consumer products, lifestyle, health, and professional services.
- Lead branding workshops, audience discovery, and visual identity development to build distinctive, scalable brand systems.

- Concept and execute multi-platform campaigns including social content, digital ads, packaging, landing pages, and pitch decks.
- Partner directly with founders, marketing teams, and agencies to align design execution with brand voice and business goals.
- Design high-converting digital assets including responsive UI mockups, Instagram series, and email templates using Adobe CC, Canva, and Figma.
- Manage all phases of client projects from brief to delivery, balancing strategic consulting with hands-on creative direction.
- Delivered brand overhauls that increased client visibility and sales, with multiple clients reporting a 2x lift in engagement post-launch.
- Known for building lasting client relationships through clear communication, strategic thinking, and design that delivers results.

Education

Bachelor of Science, Media Design – Digital Publishing | Wilmington University, 2017

Associate of Science, Media Design | Wilmington University, 2015