

### Profile Summary

Creative Director with extensive experience in creative direction, client relationship management, and strategic planning, known for turning visions into successful outcomes. Bringing an entrepreneurial mindset and deep expertise in design and marketing, I'm eager to contribute to a dynamic team focused on delivering impactful creative solutions.

### Skills

Creative Direction & Art Direction | Leadership & Strategic Planning | Branding & Graphic Design | Web Design & Development | User Interface (UI) & User Experience (UX) Design | Business & Marketing Strategy | Digital Strategy & e-Commerce | SEO & Analytics | Social Media & Digital Media | Project Management | Web Content Writing | Client & Vendor Management | Coaching & Mentoring | Critical Thinking & Creative Problem Solving | Communication & Collaboration | Adaptability & Time Management | Sales & Account Management | Training & Development

### Tools & Software

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat) | Google Workspace (Docs, Sheets, Slides, Forms) | Microsoft Office Suite (Word, Excel, PowerPoint) | Wix | Square Online | WordPress | Google Analytics | Mail Chimp | Canva | ClickUp | Dubsado

### Experience

**CREATIVE DIRECTOR | OWNER** | WINEBRENNER DESIGNS LLC

*July 2006 - Present, Olathe, Kansas*

Founded and operate Winebrenner Designs, an online agency specializing in branding and website design for small and medium-sized businesses. ([www.winebrennerdesigns.com](http://www.winebrennerdesigns.com))

- Lead creative direction and strategy for branding, website design, and strategic marketing storytelling, delivering innovative and impactful solutions.
- Foster strong client relationships by managing engagement from concept through project completion, ensuring alignment with brand vision and goals.
- Develop and implement comprehensive digital marketing strategies that enhance brand identity, drive user engagement, and convey compelling narratives.
- Direct the creation of cohesive brand identities and content strategies across digital platforms, ensuring consistency and effectiveness.
- Oversee subcontractors to deliver projects on time and within budget, maintaining high-quality standards throughout.
- Innovate design processes and storytelling techniques, leveraging the proprietary W-Design Method to elevate project outcomes and client success.

# MELISSA WINEBRENNER

CREATIVE ART DIRECTOR

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913-284-6114

16454 S Ryckert St. Olathe, KS 66062

**CREATIVE DIRECTOR | OWNER** | WINEBRENNER DESIGNS LLC, continued

## Awards & Achievements:

- Best Web Designer in Olathe (2020-2024) by Expertise.com
- Best of Award for Kansas (2022 & 2023) by UpCity
- Top Web Designer (2021) by UpCity
- Wix All-Star Award (2015) for outstanding contributions to the Wix design community

**CONSULTANT** | CAMP FIRE USA

*July 2006 - July 2009, Kansas City, MO*

- Managed access and posting to company intranet.
- Completed graphic design projects as needed.

**TRAINING PRODUCTION SUPERVISOR** | H&R BLOCK

*Dec. 2003 - Mar. 2005, Kansas City, MO*

- Led a team of Graphic Specialists to improve production efficiency by standardizing workflows, upgrading software, and managing vendor relationships.
- Provided QuarkXPress training, negotiated extended deadlines with printing vendors, and ensured the seamless delivery of tax textbook materials.

**TRAINING PRODUCTION COORDINATOR** | H&R BLOCK

*Sept. 2003 - Dec. 2003, Kansas City, MO*

- Managed the production and distribution of tax training materials, providing technical guidance on design tools and coordinating schedules to meet publishing deadlines.
- Acted as the primary liaison with vendors, streamlined workflows by integrating new software, and led training sessions to improve production quality.

**PROGRAM DESIGN MANAGER** | CAMP FIRE USA

*June 2001 - Sept. 2003, Kansas City, MO*

- Designed and produced communication assets and online training materials, overseeing curriculum development and revisions while collaborating with program teams.
- Led creative initiatives for packaging and production, and acted as a key liaison with National Field Staff Directors to ensure alignment and effective execution of projects.

**WEB SITE DATA ADMINISTRATOR** | POST PROPERTIES

*Jan. 2000 - Nov. 2001, Atlanta, GA*

- Managed The Post Home Finder Service, overseeing content updates for the website and collaborating with marketing and advertisers to create impactful online listings and banner ads.
- Generated \$12.5 million in revenue by establishing service policies and procedures, while mentoring staff and pioneering remote work within the company.

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## Education

**INDIANA UNIVERSITY** | Bachelor of Arts in Journalism and Minor in Business, Bloomington, Indiana