

MIKAL MORELLO

MULTIMEDIA DESIGNER



Education

Bachelors of Business Administration in Marketing:

Isenberg School of Management at the University of Massachusetts Amherst

Minor: **Art**

Cumulative G.P.A.: **3.6**

Skills

Program / Technical Knowledge

Adobe Photoshop
Macromedia Flash
Macromedia Dreamweaver
HTML
CSS

Experience Overview

Project Management
Web Development
Graphic Design
Art Direction
Online Marketing

Work Experience

2009 Polar Design / International Marketing Services, LLC

- Project Manager - Managed interactive web and multi-media design projects for a varied client base
- Developed design documents, interface wireframes, sitemaps, brand manuals, and project outlines
- Led an international project team consisting of web developers, graphic designers, and an online marketing specialist
- Specialized in website concept designs, interface design, and brand identity

2007 Mad Doc Software, LLC

- Interned as a member of the Media Content Team producing marketing materials for Empire Earth 3
- Worked with Empire Earth 3 publisher Vivendi to develop images and video for their online marketing campaign, newsletter, website, and box art
- Designed 3D game environments to be used as Empire Earth 3 multiplayer maps

2005 Tools for Professional Success in Marketing (marketing thesis)

- Interned for The Deerfield Inn as a marketing consultant
- Researched brand equity and determined marketing position within restaurant and hospitality industry
- Applied conceptual frameworks of marketing to real-world problems faced by the Deerfield Inn

CONTACT INFORMATION

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