

# melaina k. oliveras

973.487.8933

meloliveras.com

melaina.oliveras@gmail.com

Versatile individual capable of time management in a fast paced environment and experience in administrative support and graphic design. Brings problem solving, flexibility, and initiative to the table after 5+ years in a demanding atmosphere.

## education

### ramapo college of new jersey

sept 2013 - may 2017

Bachelor of Arts  
Design and Visual  
Communications

## skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canva
- Constant Contact
- Wix Web Design
- MS Office
- Quickbooks
- Customer Relations
- Time Management
- Detail-oriented
- Collaboration

· references available upon request

## experience

### design + administrative assistant

Personal Touch Catering Events | nov 2022 - current

- Redesign company website to match the brand and created higher online traffic that led to booking events
- Create compelling visualizations in marketing emails for corporate and social clients
- Collaborate with management to execute social media content that align with marketing goals
- Stylize company's seasonal photoshoots
- Design menus to showcase the catering seasonal menu selection
- Collaborate with event specialists to design event proposals
- Create printable materials for events such as menus, labels, and identification cards
- Work independently to create design materials for company and events
- Fully review contracts to book clients for events and submit follow-ups once catering services are complete
- Coordinate with kitchen and dispatch manager to finalize menu details of each event
- Utilize quickbooks to submit invoices to clients and process payments
- Work with daily clients to facilitate catering needs and delivery

### office manager / graphic designer

Stone House Nursery | oct 2016 - july 2022

- Responsible for building, managing, and editing company website
- Create marketing emails
- Led in social media postings
- Design live seasonal products for resale

Other responsibilities include:

- Track inventory on a seasonal basis & maintain spreadsheets of incoming material
- Inventory organization and management
- Work as a buyer to purchase products for resale
- Manage store staff and scheduling

### graphic design student intern

Ramapo College | jan 2017 - may 2017

- Designed posters to promote campus events
- Designed and printed publishing materials
- Produced and edited informational booklets