

MELINDA BLUETT

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Senior Project Manager with experience partnering with organizations to deliver exceptional customer service, quantifiable results, and cost savings. Proven success in managing high project volume and multimillion-dollar budgets while maintaining timely and resourceful communication with clients and vendors. Successful in sales and marketing relationship management utilizing a consultative approach, effective listening, thorough needs assessment, and meticulous follow-through.

Vendor Selection & Management • Contract Negotiations • Project Management • E-Commerce
Strategic Planning • Regulatory and Compliance • Purchasing • Graphic Design • Packaging
Creative Direction • Brand & Campaign Management • Process Improvement

PROFESSIONAL EXPERIENCE

Owner

Impress Me, LLC - Atlanta, GA

2013 - Present

- Responsible for all aspects of founding, creating, managing, and growing the business including strategy, design, product sourcing, technology, budgeting, accounting, business development, marketing, e-commerce, and sales.
- Negotiate and manage production for print and promotional projects ensuring tight deadlines are met and within budget. Develop SOW's, create Purchase Orders, and Track Invoices.
- Strategic partner for clients building brand awareness and increasing ROI through creative, well designed, and cost-effective branded products.
- Consistently exceeds customer's expectations by providing excellent customer, high-quality products, and project management. Top 1% of all shops on Etsy with over 1,000 5 Star Reviews.
- Created 200+ design templates for products sold, streamlined the organization and maintenance of the asset library.

Freelance Designer

Self-Employed - Atlanta, GA

2011-2013

- Managed graphic design projects from concept through completion for use in print and web applications such as branded presentations, social media visuals, web banners, promotional products, and apparel.
- Created various formats from supplied artwork often resizing, scaling, and optimizing images and assets for various uses across web, digital, and print applications.

Marketing and Operations Director

Ticket Alternative - Atlanta, GA

2009 - 2010

- Improved processes with print production, graphic design, promotions, social media, and email campaigns. Collaborated with senior leaders in establishing a brand strategy and core values.
- Worked directly with the sales team to develop branded materials to pitch to new customers.
- Managed and mentored a small team of experienced managers to help meet growth objectives.
- Created and implemented measurable performance standards and business objectives for the entire team to drive organizational growth and support our employee's professional growth.

Agency Liaison / Production Services Supervisor

UCB Pharma - Smyrna, Ga

2008 - 2009

- Recommended and led a print production, promotional, and creative agency assessment after identifying over \$12M or 17% in annualized savings. Addressed stakeholder concerns affecting process changes and worked collaboratively to refine the process.
- Managed creative agency, print, and promotional partners resulting in efficiencies and cost savings across 3 distinct business units with 8 product lines and sales exceeding \$2.5B.
- Led a team of Print Buyers with over \$8M in annual print related spend, ensuring regulatory compliance for all materials and strong partnerships with Marketing.

Buyer (Promoted 04/2008)

UCB Pharma - Smyrna, Ga

2005 - 2008

- Established a print and promotional management process reducing the use of outside creative agency production by 50% resulting in cost savings, faster turnaround times, and quality control.
- Collaborated and worked cross-functionally with 20+ Marketing Product Managers with 3 business units to develop, estimate, and manage production for all Marketing Materials.
- Led a preferred print vendor program and restructured print process resulting in savings of \$2M.
- Initiated cost savings by insourcing production services resulting in savings of \$1M.

Production Coordinator

Turner Broadcasting - Atlanta, Ga

2004 - 2005

- Managed print and promotional products for Turner Print Resources' largest internal Account, Cartoon Network, Adult Swim, and CNN with preferred vendors.
- Responsible for ensuring clients' specifications, delivery, and quality expectations while meeting budget requirements. Leveraged expertise resulting in savings of approximately \$250K.
- Played a vital role in conceptual development, printing, installation, and packaging for Cartoon Network's upfront events, print media, and sales kits.

Partner / Designer / Web Developer

The Sorted Group

2003 - 2004

- Created PR, Marketing, and Design Company to offer small businesses and entrepreneurs an affordable, high-quality solution to build a competitive presence in e-commerce, email marketing, direct mail, event promotion, websites, and video production.
- Created and managed a user-friendly web to print site allowing customers to order print collateral online with instant PDF approval and order tracking.
- Developed creative materials that increased Midtown Atlanta's small business presence.

Interactive Producer / Print Buyer

Kingmahon Design

2001 - 2003

- Managed print procurement with US and Canadian printing companies advising and working in-house designers to develop printed materials from concept to delivery.
- Presented creative proposals to clients for new and existing business contracts.
- Created animations, emails, screensavers, sales collateral, and web sites.
- Produced printing and digital marketing materials for trade show exhibits such as Neocon for BASF, Lonseal, and Shaw Contract.
- Key contributor in design, development, and launch of an award-winning website for Shaw Contract.

TECHNOLOGY SKILLS

Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD, Animate, Lightroom, Fireworks, Spark, Dimension)
SAP • Quickbooks • Slack • Shopify • BigCommerce • WordPress • Tailwind • Commonsku
Canva • Hootsuite • Later • Procreate • SEO • SEMrush HTML • Keynote • GSuite • HubSpot
MS Teams and Microsoft Office (Word, Excel, PowerPoint, Outlook) • Monday • Asana

EDUCATION

Bachelor of Science, Graphic Communications | Clemson University, Clemson, SC

AFFILIATIONS & AWARDS

Advertising Specialty Institute (ASI) • SAGE • Promotional Products Association International (PPAI)
Georgia Association of Promotional Products Professional (GAPPP)
UCB, Center of Excellence Award

CERTIFICATIONS

Hubspot Inbound Certification • Hubspot Content Marketing Certification
The Fundamentals of Digital Marketing Certification, Google Digital Garage