

# MELISSA D. GRIDLEY

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## OBJECTIVE

Seeking a position in multimedia design and production.

## SKILLS PROFILE

- Experienced in design and production of print, video and digital photographic media.
- Proficient in all major still and motion media software on both Mac and PC platforms.
- Superior written and verbal communication skills in print, on camera and in customer interaction.
- Proven track record as highly organized, innovative and resourceful project manager.

## EMPLOYMENT HISTORY

### **Instructional Media Designer**

6/2006 — 6/2008

*United States Air Force, Abilene, TX*

- Responsible for conceptualizing, designing and producing innovative videos in support of training courses and safety programs across the Air Force.
- Collaborated with clients on all aspects of instructional media projects; talented lesson-planner certified in Instructional Systems Development and Classroom Instructor courses.
- Advanced video editor proficient in Avid Express, Avid Media Composer and Avid Symphony, as well as Adobe Production Suite and Final Cut Pro.
- Designed a variety print materials to accompany each video production, including DVD covers, brochures, interactive menus, and movie posters using Adobe Creative Suite 2; created distinctive style using a clean, minimalist approach.
- Wrote and revised scripts, shot lists, project and budget proposals and after-action reports.
- Reviewed, selected, and edited imagery for inclusion in final product; recorded, assembled and synchronized recorded audio and integrated special effects.
- Performed as voice-over and on-camera talent in over a dozen video productions; often requested by clients.
- Video camera operator experienced with a variety of camera and media formats from BetaCam to HD.

### **Video Production Documentation Specialist**

5/2002 — 5/2006

*United States Air Force, Tampa, FL*

- Supervised video department responsible for supporting over 11,000 customers including the 6th Air Mobility Wing, US Central Command, US Special Operations Command and the Naval Criminal Investigative Service.
- Implemented workflow procedures that virtually eliminated lost requests; created intricate Excel database to automate order tracking.
- Spearheaded transfer of over 1,000 hours of stock footage from tape to a digital server; decreased retrieval time from average of 3 hours to 15 minutes.
- Invented 5-point quality assurance process to ensure every product met stringent production standards for clarity, content and color.
- Proficient in all aspects of video production, including storyboarding, script planning, shooting, editing, site survey and production oversight.
- Utilized expertise in Adobe Creative Suite to meet a short-notice demand for print materials in preparation for critical operations inspection; only staff member at her level to receive recognition for excellence.
- Performed as technical director for live, multi-camera broadcasts during several high-profile military events.
- Selected to provide press coverage for two President, one Vice-President and three Secretary of Defense visits.
- Received "Communications and Information Award" for outstanding performance in 2002 and 2004.

**Camera Operator**

5/2001 — 9/2001

*Berks Cable Television, Reading, PA*

- Operated studio camera for multitude of community-sponsored programs.
- Assisted in development of print materials and videos for in-house promotional media.

**Sales and Marketing Assistant**

5/2000 — 7/2001

*Wachovia Financial, Reading, PA*

- Created print-media presentations in Photoshop and PowerPoint for sales representatives serving multi-million dollar clients; described by VP as "best I've ever worked with."
- Provided administrative support to busy seven-member sales team located throughout the Lehigh Valley area; presented with "Global Cash Management Superior Sales Support" award in December 2000..

**Sales and Marketing Support**

12/1998 — 2/2000

*Athlon Fitness Equipment, Elverson, PA*

- Created sales presentations and point-of-purchase materials for distribution to retailers; brochures, tags, posters and other print materials using Adobe Photoshop, Jasc Paint Shop Pro, Microsoft Publisher and Quark Xpress.
- Collaborated with web developer to design twelve-page interactive website; designed logos, developed layout and maintained site currency using self-taught HTML skills.
- Designed forms for company use, including materials requests, temporary worker timesheets, sales order forms, and credit applications.
- Created and maintained sales order database, sales tracking reports and field commission reports.
- Sole overseer of office operations for six-person sales and marketing team, with routine requirements ranging from database maintenance to typing, filing and travel planning.
- Facilitated coordination between vendors, finance personnel, field representatives, customs officials, shippers and retailers.

**Ad Compositor**

5/1998 — 12/1998

*Bell Atlantic, Trooper, PA*

- Imported and recreated Yellow Page directory advertisements from PC database in Quark Xpress, Adobe Photoshop and Illustrator on a Mac platform. Consistently reproduced artwork with speed and accuracy.
- Exceeded proofreading and data-entry requirements for text advertisements.

**EDUCATION**

Associates of Applied Science in Visual Information Production, Community College of the Air Force, January 2007  
Currently enrolled in Excelsior College pursuing Bachelors Degree in Liberal Arts

**PORTFOLIO**

- Samples of my multimedia work are available for viewing online at [www.axismediadesign.com](http://www.axismediadesign.com).