

# MELISSA BOVERHOF

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www.melissaboverhof.com

## Profile

Motivated, talented designer.

## Education

Kendall College of Art and Design • 2011-2015  
BFA Fine Art in Digital Media: Interactive Focus  
GPA 3.9

Home Schooled • 1995-2008

## Skills

### Software

Adobe Suite (Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Flash, Dreamweaver) Microsoft Office Suite, Text Editors, Lightwave 3D, Pro Tools, Reason.

### Languages

HTML, CSS, jQuery, Java, Liquid, PHP (WordPress)

## Experience

### PURE Real Estate • Summer 2018-Summer 2019

Collaborating with project managers and the client to create a group of websites for properties managed by PURE Real Estate. User experience being the driving force, we laid out websites that were easy to use and would engaged users on an emotional level, pushing the experience of living at one of these properties. See website here: [purerealestatemanagement.com](http://purerealestatemanagement.com), and all connected properties websites.

### Quad City Mustangs Homeschool Basketball Year Book • Fall 2018

Designed and produced printed yearbook for homeschool basketball league. This project included designing the cover, and assembling all assets and content. This project can be seen on my portfolio site [melissaboverhof.com](http://melissaboverhof.com).

### Ben Boudro • Summer 2018

Ben Boudro is a personal fitness instructor. He needed a website that would allow his clients to sign up for and receive lessons online. The result was a robust membership website delivering daily workouts and automatically renewing monthly subscriptions at multiple levels. See website here: [benboudro.com](http://benboudro.com).

### Bridle of Hope • Spring 2018

Bridle of Hope was a website redesign with the primary focus of making it easy for users to donate and volunteer. See website here: [bridleofhope.org](http://bridleofhope.org).

### PDS Print & Digital Solutions Website Redesign / PDS Re-brand • Fall 2016-Spring 2017

Collaborated with other designers to build a UX driven website that would accurately showcase the companies products and portfolio. This website redesign was part of PDS re-branding that consisted of new colors, slogans (taglines) and images. See website here [pdspages.com](http://pdspages.com).

### Big Rapids Downtown Business Association • Fall 2016

Worked with other designers, sales rep and association director to build a website that would embody the vision and mission of the association. The website was built in WordPress and included a member directory and member login. See website here [downtownbigrapids.com](http://downtownbigrapids.com)

### The Newaygo Stream • Fall 2016

Collaborated with other designers and point people from The Stream to develop a website and Facebook campaign to promote The Stream. This project was developed in stages and is currently still developing. See website here [newaygostream.com](http://newaygostream.com)

## Employment

### Lead Web Developer • Grandapps • May 2017-Present

Design and develop websites with WordPress, working in collaboration with project managers, designers, and marketing specialists. Create and manage Google Ads accounts and work closely with marketing department building lead funnels and tracking conversions. Design branding and print material. Write copy to maximize website SEO.

### Website Designer • PDS Print & Digital Solutions a Division of the Pioneer Group, Hearst • July 2015-May 2017

Design and build websites in WordPress for clients from wire frames to frontend development; in collaboration with designers, clients and sales reps. Maintain client relations and update client, corporate and newspaper websites and online advertising. Create digital and printed promotional material for PDS.

### Digital Learning Center Tutor • Kendall College • Sept 2014-May 2015

Assisted students with the Adobe Suite software and gave constructive feedback, created on-line tutorials, and managed the DLC website.

### Graphic Design Internship • Kentwood Community Church • December 2014-May 2015

Designed print and web media for Cultivate, Kentwood Community Church's leadership program.

### Secretary • Rice Lake Baptist Church • April 2012-July 2015

Responsible for all printed media (brochures, posters, fliers and more), Microsoft PowerPoint presentations, the sound booth, social media, website, answering the phone, organization of records and data.

### Writing Center • Tutor Kendall College • Aug 2012-May 2015

Assisted students with all aspects of writing, which included academic papers, presentations, and scholarship applications.

## Certifications

Google Ads Search Certified • June 2016-Present

[References available upon request](#)