

JESS MEONI

DESIGNER • PHOTOGRAPHER • WRITER

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DESIGN & INSTRUCTION

2018 - NOW **Art Director**
Maslow Lumia Bartorillo Advertising

- Manages and communicates with multiple clients
- Conceptualizes and creates print and web designs
- Connects with local printers and media buyers

2017-2018 **Art Director**
*Office of Marketing and Communications
SUNY Broome Community College, Binghamton, NY*

- Manages and oversees design team
- Directs and approves branding for the college
- Facilitates print production and web media

2012-2017 **Lead Graphic Designer**
*Office of Marketing and Communications
Marywood University, Scranton, PA*

- Standardized branding for the university
- Conceptualized marketing strategies
- Facilitated print production and web media

2012-2017 **Adjunct Instructor**
Marywood University, Scranton, PA

- Introduction to Graphic Design
- Advanced Typography
- Digital Illustration
- Visual Concepts

ITT Technical School, Scranton, PA

- Print Process and Production
- Animation and Multimedia

2004 - NOW **Freelance**

- Graphic Design, Illustration, Photography
- Writing, Editing, Publishing
- Event Organizing, Publicizing

SKILLS

DIGITAL **Adobe Creative Suite**
InDesign, Illustrator, Photoshop, Lightroom,
Experience, Acrobat, Distiller

Microsoft Office
Word, PowerPoint Excel

MARKETING Advertising, Analytics, Branding, Conceptualizing,
Copywriting, Event Planning, Public Relations,
Project Management, Social Media

OTHER Hand Lettering, Letterpress, Painting, Photography,
Screen Printing, Preflighting, Prepress

EDUCATION

2016 **Leaders of Learning**
Continuing Education
Harvard University, Cambridge, MA
Online courses via Harvard edX

2015 **Master of Fine Arts**
in Graphic Design
Marywood University, Scranton, PA

2015 **Script Lettering**
Continuing Education
The Cooper Union, New York, NY

2012 **Bachelor of Fine Arts**
in Graphic Design
Marywood University, Scranton, PA

LEADERSHIP EXPERIENCE

2016 - 2017 **Vice President of Education**
*American Advertising Federation
of Northeast Pennsylvania*

- Educated students on advertising industry
- Incorporated professional growth in class

2016 **TEDxYouth@Scranton Organizer**
West Scranton High School, Scranton, PA

- Founded and organized youth-centered conference
- Curated bold, leading voices from diverse backgrounds
- Created all print and web content; advertising strategies
- Theme: "Fear and Fascination"

2014 **TEDxScranton Organizer**
University of Scranton, Scranton, PA

- Founded and organized first-ever TEDx talk in Scranton
- Curated speakers on viewpoints of city revitalization
- Designed all collateral material for promotional purposes
- Theme: Revitalize This!

2011 - NOW **Scranton Zine Fest Organizer**

- Established first local festival dedicated to publication art
- Manages artists and makers from the east coast

2011-2012 **Arts Entertainment Journalist**
Go Lackawanna, Scranton, PA

SELECT DISTINCTIONS

2017 **Speaker at TypeCon: Counter!**
Boston, Massachusetts

2016 **Speaker at TypeCon: Resound**
Seattle, Washington

2015 **Francis L. and Kathryn Melvin Medal**
for Excellence in Scholarly Investigation

2014 **The Judy Youshock Artist Grant**
for Artistic Merit in Community Outreach

2013 **Ladies of Letterpress Scholarship**
for Craftsmanship and Educational Research