

# JESS MEONI

## COMMUNITY ORGANIZER • DESIGNER

PHONE 570.290.6027 E-MAIL [jessmeoni@gmail.com](mailto:jessmeoni@gmail.com)

ADDRESS 324 14th Avenue, Scranton, Pennsylvania, 18504

WEB & SOCIAL [jessmeoni.com](http://jessmeoni.com) • [@jessmeoni](https://www.instagram.com/jessmeoni)

## 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