




María José Mella

Creative Designer

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Technical Skills

Design Tools

Adobe InDesign, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe Illustrator, Rhinoceros 3D, Adobe XD, Figma

Video Editing

Adobe Premiere Pro, Adobe Animate

Digital Asset Management

Box, Google Drive, OneDrive

Key Strengths

Leadership

Proven ability to lead and mentor teams, manage projects, and develop innovative content.

Public Speaking

Experienced in hosting and moderating panels, delivering presentations, and engaging with diverse audiences.

Project Management

Skilled in managing multiple projects simultaneously, ensuring timely delivery and adherence to quality standards.

Brand Management

Expertise in developing and executing brand strategies across various content types and channels.

Design Excellence

Strong proficiency in design tools and software, with a keen eye for detail and a commitment to producing high-quality work.

Collaboration

Effective in building relationships with cross-functional teams and managing stakeholder expectations.

Professional Experience

Signify Marketing Communications Specialist

July 2022 - Present

Content Leadership: Lead the execution and production of content for the brands Ledalite, Gardco, Alkco, Hadco, Stonco, Keene, Chloride, Signify, and Genlyte Solutions.

Brand Development: Develop and deliver content for 20+ product campaigns.

Project Management: Maintain a network of creative agencies and partners and determine outsourcing needs. Prioritize and manage simultaneous product campaigns.

Quality Assurance: Define quality standards for content development, ensuring that creative and production standards are met in a cost-effective manner.

Collaboration: Serve as the main point of contact for content-related matters, aligning with cross-functional teams to ensure project transparency and effective communication.

Mentorship: Mentor graphic design interns and oversee their growth through regular check-ins.

Signify Graphic Design Intern

January 2021 - June 2022

Content Creation: Designed and edited communication collateral, digital web banners, e-newsletter graphics, and other web-based content.

Localization: Localized global content and created visual storytelling elements to improve digital touchpoints with B2B selling partners.

Support: Assisted in creating visual elements for various marketing initiatives.

Leadership Experience

New York Story Night Co-Founder

September 2022 - Present

Community Management: Manage MeetUp community with 1,423 members, coordinating event logistics and fostering member engagement.

Social Media: Handle event photography, graphic design, and social media management to promote events and engage the audience.

Event Coordination: Organize and host bi-monthly events with consistent attendance, providing a platform for writers to share their stories. 40 events have been held to date.

International Women's Day Signify Global Panel Host and Moderator, Panelist

2023, 2024

Public Speaking: Participated as a panelist (2023) and later as a host and moderator (2024), leading discussions on diversity, equity, and inclusion.

Event Management: Developed panel questions, led dry runs, and moderated live discussions, enhancing audience engagement and advocacy for change.