

Melanie McCalley

Creative Communications | Visual Storytelling | Cross-Functional Project Leadership | Marketing Strategy

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PROFESSIONAL SUMMARY

Creative communications and digital content professional with experience translating business objectives and customer insights into visual content, marketing campaigns, and digital experiences. Combines hands-on expertise in graphic design, video concept development and editing, photography, and web design with a background in project management, client communications, and cross-functional collaboration. Experienced in coordinating creative initiatives from concept through execution while aligning communication and design decisions with broader organizational goals.

CORE COMPETENCIES

Creative Concept Development | Visual Storytelling | Multimedia Content Production | Graphic & Print Design | Video Editing | Brand & Campaign Creative | Digital Content & Website Management | Customer Insights & Messaging | Cross-Functional Collaboration | Creative Project Management | Event Planning | Team Leadership & Training

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Lovewell Fencing & Heartland Pergolas (sister companies)
Davenport, Iowa | January 2021 – October 2026

- Developed and executed creative marketing initiatives for two sister companies serving distinct markets: a regional outdoor living contractor and a nationwide e-commerce pergola kit business.
- Conceptualized and produced visual content for advertising and promotional initiatives, including video ads, customer testimonials, photography, graphic design, and print materials.
- Translated customer experiences and business priorities into marketing messages and creative content tailored to different audiences and sales channels.
- Managed website content and coordinated digital marketing initiatives across company websites, email, social media, paid advertising, and e-commerce marketplaces.
- Collaborated with colleagues across business functions to align marketing initiatives with organizational needs, customer priorities, and business objectives.
- Coordinated company events and promotional activities while balancing creative production, digital projects, and ongoing marketing responsibilities.

Commercial Estimating & Executive Assistant | Lovewell Fencing

Davenport, Iowa | April 2017 – Jan 2021

- Created photography, video, promotional materials, and social media content supporting company marketing and customer communication.
- Redesigned the company website to improve mobile usability and modernize the user experience; continued managing website updates and content.
- Introduced a project management and CRM system to support coordination and organization across the commercial team.
- Digitized crew timecards and supported improvements to administrative workflows.
- Coordinated commercial estimating, scheduling, customer communications, contract administration, and executive support.

Digital Project Manager | Terrostar

Davenport, Iowa | April 2016 – April 2017

- Coordinated website projects from client discovery and requirements gathering through internal collaboration and delivery.
- Facilitated client and internal meetings to clarify project needs, communicate expectations, and coordinate timelines and deliverables.
- Collaborated with internal specialists on website strategy, SEO, and online advertising initiatives.
- Trained clients to manage website content through content management systems and provided ongoing customer support.

Owner / Photographer | Best Days Photography

LeClaire, Iowa | January 2009 – January 2021

- Owned and operated a photography business serving wedding, high school senior, and corporate clients.
- Managed the complete client experience, including consultation, scheduling, project planning, photography, image editing, album design, and final product delivery.
- Produced photography for corporate clients, including UnityPoint and Vibrant Credit Union, aligning creative deliverables with client marketing objectives.
- Managed business operations, including client communications, marketing, bookkeeping, scheduling, and promotional content.

Web Designer / Design Team Lead | TownNews.com (Now Blox Digital)

Moline, Illinois | October 2004 – April 2011

- Advanced from web designer to team lead, overseeing project assignments and day-to-day coordination for a six-person design team.

- Designed websites, online advertisements, and digital campaigns based on client requirements.
- Managed client requests and resolved project issues while coordinating with other departments to maintain clear communication and project continuity.
- Trained employees and developed instructional materials for internal processes and training.
- Participated in management meetings and served as a liaison between the design team and other departments.

Assistant / Photographer — MI Studios (2005–2008): Client-facing photography and video production, image editing, and album design. Part-time position.

Web Designer — Mega Hunter (2004): Designed website templates for small-business clients.

Lab Specialist — Center for Educational Services Production House, University of Northern Iowa (2002–2004): Created websites and design projects, supported media production and computer lab operations, and taught introductory Dreamweaver classes.

EDUCATION

University of Northern Iowa — Cedar Falls, Iowa

Bachelor of Arts, Graphic Communication | Minor in Marketing

Magna Cum Laude

TECHNICAL SKILLS

Creative: Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe Premiere, graphic design, print production, photography, video production and editing.

Digital: Website design and content management, Google Analytics, Google Ads, Google Search Console, Semrush, Moz, Meta Business Suite, Meta Ads Manager

Project & Business: Project coordination, customer communications, cross-functional collaboration, event planning, training, Microsoft Office Suite.