



# MELISSA CECHOTA

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“Simply said, Melissa is a delightful, creative, caring, responsible woman. I would recommend her to you without hesitation,” Laura Sencabaugh, Designer, Diversified Co.

## EXPERIENCE

**Director of Creative Design**, Grace Healthcare Support Services  
2011-2020 | Chattanooga, TN

- Created company Brand Standards for corporate and all supported skilled nursing facilities (SNF) (+/- 44 locations)
- Determined content strategy for company collateral; ensured overall quality and branding of all creative work
- Designed print collateral and digital content; provided all copy
- Launched 20 new SNF websites; wrote, designed, and produced the photos for each site averaging 25 pages
- Assisted with re-branding HR to Employee Relations, incl. a re-launch of a Customer Relations video and 64-page employee training booklet I co-produced
- Directed all facets of 23 SNF photo shoots and assisted production of 5 company videos
- Led the creative theme, communication, signage, décor, and gifts for the company Annual Meeting 6 years in a row; also, assisted with vendor fair, registration and travel itineraries
- Oversaw facility vendor relations in all fields of web, print, design, apparel, promo, name badges, and phone messaging
- Managed 15 facility renovations, incl. interior design, furnishing and décor purchases, staging, and expense reporting
- Engaged in new facility acquisition readiness, as well as losses
- Traveled often to provide on-site facility support

**Communications Coordinator**, Alumni Awards Foundation  
2009-2011 | Chattanooga, TN

- Led website creation; designed print collateral
- Fulfilled marketing, fundraising and donor follow-up roles; planned/hosted events in multiple states; assisted with both public and media relations
- Oversaw the Excellence in Teaching Awards process

**Human Resources & Cash Office Team Member**, Target  
2004-2011 | Hixson, TN

- Assisted in payroll/scheduling, processed new hire paperwork/ held orientations; designed communication for company news; coordinated weekly in-store events for employees
- Served in the cash office; counted revenue/made daily deposits

## PORTFOLIOS

**designsbycechota.com**

## LINKEDIN PROFILE

linkedin.com/in/melissacechota

## EDUCATION

**Southern Adventist University**  
**BS, Mass Communication** | 2009  
*Magna cum Laude & Lambda Pi Eta*

## SKILLS & SOFTWARE

- Adobe Creative Suite  
*InDesign Photoshop Illustrator*
- Microsoft Office Suite  
*Word Excel PowerPoint Outlook*
- Google My Business
- ORM, SEO & SEM Knowledge
- Website Wireframing
- Designer & Content Producer
- Writing/Copywriting/Editing
- Photography/Photo Editing
- Event Planning
- Brand Ambassador/Integrity
- Communication & Creative Thinking

## MEMBERSHIPS

American Writers & Artists  
Institute

## VOLUNTEERISM

Have shown support alongside  
Fifty Plus Racing Foundation,  
Alzheimer’s Association &  
American Heart Association  
2012-2016, respectively