

# MELISSA DRAGONAS

**CREATIVE DIRECTOR | BRAND, DESIGN & STORYTELLING**

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## ABOUT ME:

Visionary Creative Director with 20+ years of experience leading brand storytelling, visual identity, and creative strategy for consumer and B2B brands. Proven ability to translate business objectives into compelling creative solutions across digital, print, product, and experiential marketing. Experienced in leading global creative teams, managing large product portfolios, and driving revenue through design-led brand differentiation.

## EDUCATION:

**Master of Education** - Organizational Management

**Bachelor of Science** - Business Administration

**Associate of Art & Science** - Graphic Design

## PROFESSIONAL EXPERIENCE

### Director of Marketing

Preowned Auto Logistics / 2022 - 2026

- Served as senior creative and brand leader, shaping visual identity and brand voice across all marketing channels
- Directed creative strategy for digital campaigns, website design, podcasts, advertising, email, and social media
- Oversaw development and approval of all creative assets, including branding, collateral, brochures, catalogs, and digital media
- Led creative execution for 12+ annual trade shows and corporate events, including booth design, experiential elements, and messaging
- Established brand guidelines and trademark standards to ensure consistency and visual integrity
- Collaborated with leadership to align creative direction with business goals and audience insights

### Marketing Manager

Pleasant Street Designs / 2021 - 2022

- Developed and executed integrated marketing strategies to increase brand awareness and drive qualified inbound traffic
- Created high-value content across website and social channels to attract, engage, and convert target audiences
- Oversaw and approved all marketing materials, including digital assets, brochures, and catalogs, ensuring brand consistency
- Measured, analyzed, and reported campaign performance against KPIs, using insights to optimize strategy and ROI
- Analyzed consumer behavior and audience data to refine email marketing and advertising campaigns for improved results

### Creative Director & Sr. Project/Product Manager

Ravensburger North America, Inc. / 2007 - 2020

- Acted as Creative Director for a global network of artists, maintaining premium design standards across licensed consumer products
- Led creative development for product launches, packaging, and promotional materials
- Supported revenue growth from \$9M to \$40M through brand-driven product positioning and design excellence
- Oversaw 200+ SKUs from concept through production, ensuring brand cohesion and market relevance
- Created high-impact visual presentations for multimillion-dollar licensing partnerships with Disney, Universal, and The Beatles
- Led creative vision and brand development for globally distributed consumer products
- Directed packaging design, visual merchandising, and marketing collateral across multiple brands
- Managed cross-functional creative teams, external agencies, and licensors
- Balanced creative excellence with production feasibility, timelines, and budgets

*Previous employment furnished upon request*

## CREATIVE & LEADERSHIP SKILLS:

Creative Direction • Brand Identity • Visual Storytelling • Design Leadership • Product Design • Packaging • Visual Merchandising • Art Direction • Creative Team Leadership • Concept Development • Licensing & Brand Partnerships • Cross-Functional Collaboration • Budget & Project Management