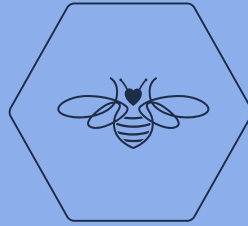


MELISSA



GOODSON

MARKETING PROFESSIONAL | GRAPHIC DESIGNER | CREATIVE STRATEGIST

Lakeland, FL • Relocating to Oregon • 863-370-4928 • melissag.honeybee@gmail.com
www.linkedin.com/in/melissagoodson79 • Visual Portfolio: designhiveart.com



PROFESSIONAL PROFILE

Marketing and creative leader with 20+ years of experience in marketing strategy, graphic design, brand development, digital marketing, advertising, trade shows, event promotion, and creative direction. Currently serving as Marketing Director for SUN 'n FUN Aerospace Expo and Aerospace Center for Excellence, combining strategic marketing leadership with extensive hands-on creative experience.

Award-winning graphic designer whose SUN 'n FUN poster designs have been recognized and collected internationally.

BEYOND THE RESUME

A lifelong artist and creative, I'm ready for a fresh start and new chapter in Oregon. Outside of marketing and design, I'm passionate about fashion, styling and working with color. I'm also a mom, dog mom, an avid traveler who finds inspiration in nature, new experiences and a passion for Yoga.

DESIGN & MARKETING SOFTWARE/PLATFORMS

- Adobe Creative Cloud:
Photoshop • Illustrator • InDesign • Premier
- Microsoft 365 Suite
- Constant Contact
- Survey Monkey
- Google/META/YouTube Ads
- Social Media Platforms
- Wordpress

EDUCATION

Keiser University
Lakeland, Florida

2002-2005

Associates Degree in Graphic Design/
Video Editing/Animation

EXPERIENCE

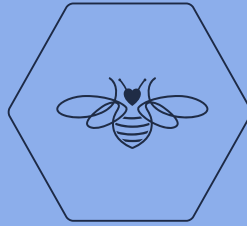
SUN 'n FUN Aerospace Expo / Aerospace Center for Excellence

MARKETING DIRECTOR | Lakeland, FL | December 2005 – Present

Promoted to Marketing Director after 16 years as a Graphic Designer with the Aerospace Center for Excellence and SUN 'n FUN Aerospace Expo, building a deep foundation in creative direction, visual communication, branding, and production.

- **Department Leadership:** Direct the marketing department and supervise, mentor, and develop a team of two employees while coordinating projects and priorities across departments.
- **Strategic Marketing:** Lead integrated marketing strategy and campaign execution across digital, print, social media, email, advertising, public relations, and event promotion for SUN 'n FUN and ACE.
- **Audience Growth:** Contributed to audience growth during my tenure as Marketing Director, with attendance increasing from approximately 175,000 in 2023 to 230,000 in 2026.
- **Budget Management:** Oversee a \$187,000 marketing budget, managing resources and campaign expenditures to support organizational goals.
- **Brand & Creative Direction:** Maintain brand identity and creative consistency across advertising, posters, newsletters, digital campaigns, signage, brochures, event programs, maps, merchandise, and promotional materials.
- **Hands-On Graphic Design:** Personally design a substantial portion of marketing materials, developing original concepts and producing graphics for advertising, print, digital campaigns, large-format displays, signage, and event promotions. Continue to apply extensive graphic design experience alongside marketing leadership.

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CORE EXPERTISE

Marketing Strategy & Leadership

- Integrated Marketing
- Marketing Strategy
- Brand Strategy
- Campaign Development
- Marketing Planning
- Team Leadership
- Marketing Analytics
- Project Mgmt.

Events & Experiential Marketing

- Trade Shows
- Large-Scale Events
- Expo Marketing
- Event Promotion
- Exhibitor Marketing
- Sponsorship Marketing
- Attendee Marketing
- On-Site Marketing

Creative & Brand

- Creative Direction
- Graphic Design
- Art Direction
- Brand Development
- Advertising
- Print Production
- Visual Storytelling
- Marketing Collateral
- Brand Consistency

Digital & Content Marketing

- Social Media Strategy
- Email Marketing
- Digital Advertising
- Content Development
- Audience Engagement
- Google Ads
- Meta Advertising
- YouTube
- CTV
- Website Content

Communications

- Copywriting
- Newsletters
- Press Communication
- Promotional Writing

Business & Operations

- Budget Management
- Vendor Management
- Agency Coordination
- Campaign Planning
- Deadline Mgmt.
- Cross-Department Collaboration
- Production Mgmt.

WORKPLACE STRENGTHS

- Relationship Builder
- Strong Communicator
- Deadline Driven
- Creative Problem Solver
- Collaborative Ideator

EXPERIENCE - CONTINUED

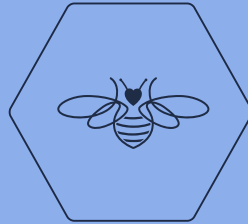
- **Communications & Content:** Write, edit, and oversee copy for newsletters, press releases, advertising, social media, and promotional communications across multiple audiences and channels.
- **Trade Show & Event Marketing:** Develop creative concepts and marketing materials for the annual SUN 'n FUN Aerospace Expo, supporting exhibitor communications, sponsor visibility, attendee promotion, signage, and event experiences.
- **Sponsorship & Partnerships:** Collaborate with sponsors, partners, vendors, exhibitors, and internal departments to develop co-branded marketing initiatives and support organizational programs, fundraising, education, and community outreach.
- **Vendor & Production Management:** Manage outsourced printing, signage, and production vendors to ensure timely delivery, quality, brand consistency, and adherence to project requirements.
- **Agency & Contractor Coordination:** Serve as liaison with advertising agencies and contractors to coordinate campaign execution, deliverables, timelines, analytics and production requirements.
- **Project Management & Collaboration:** Manage multiple projects, calendars, deadlines, and deliverables while maintaining accuracy, organization, attention to detail, and alignment with organizational goals.



SCAN TO VIEW MY PORTFOLIO FOR

- MARKETING CAMPAIGNS
- AWARD WINNING EVENT POSTERS
- LOGOS
- TRADESHOW DISPLAYS

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[linkedin.com/in/melissagoodson79](https://www.linkedin.com/in/melissagoodson79) · Portfolio: Coming Soon

PROFESSIONAL REFERENCES



Jane Winter

Vice President Strategic Partnerships | Aerospace Center for Excellence
Relationship: Co-worker
781-795-2476
jwinter@flysnf.org

Donna Pearce

Brand Solutions Partner | Halo
Vendor Connection and personal friend
863-934-1376
donna530@yahoo.com

Eric Crump

Vice President | Aerospace Center for Excellence
Direct Report Supervisor
352-278-8159
ecrump@flysnf.org

Greg Gibson

Contractor | Tailwinds Group
Relationship: Former Supervisor
813-507-1799
greg@tailwindonline.com

Gene Conrad

President | Aerospace Center for Excellence
Supervisor
937-902-8538
gconrad@flysnf.org

Holly Parrish

Fundraising
Former Co-worker
863-661-5160

Jay Boatright

President | Ditech Graphics Group
Vendor Connection
863-286-2771
jay@dtechgraphics.com

Orathai Northern

Grants & Education
Former Co-worker
813-470-8949

Rebecca Fortier

Grants & Education
Former Co-worker & Personal Friend
863-221-2678