



# OFFICIAL JUDGE'S PACKET

Contestant:

**MELANIE OLIVA**

CREATIVE DIRECTOR



## GETTING STARTED

**INTERVIEWING HAS NEVER BEEN SO FUN!**

Rate Melanie in each round on a scale from 1-10. Average the score from each of the three rounds.



**GET READY TO PLAY YOU BE THE JUDGE BY WEARING AN OFFICIAL JUDGE'S BADGE!**

Contestant:

**MELANIE OLIVA**  
CREATIVE DIRECTOR

773.620.9008

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## ELIGIBILITY

### EXPERIENCE

Artist/Social Entrepreneur, Miami, 2015-present

**Founder of Inspiration Pollination:** Created online community and worldwide movement that uses art to affect change in environmental consciousness and responsibility, helping pollinators' plight.

**Biscayne Park Public Art Advisory Board:** Work with board members, mayor & commission to bring more art into community.

Catapult Marketing (Epsilon), Chicago, 2012-2014

**Creative Director:** Promotions/shopper marketing for Kraft's Capri Sun, Crystal Light, MiO, Kool-Aid, Country Time and Tang. Managed art directors and copywriters. Key player in winning KitchenAid.

Ryan Partnership (Epsilon), Chicago, 2010-2012

**Creative Director:** 3/12-8/12. Promotions/shopper marketing for Wrigley's Life Savers, Starburst, Skittles, Extra, Orbit and 5 Gum and Energizer's Edge and Skintimate. Managed teams of art directors and won several pieces of new business.

**Associate Creative Director:** 4/10-3/12. Promotions and shopper marketing for GlaxoSmithKline's TUMS, Breathe Right and Abreva; Energizer's Edge and Skintimate; and Bel's Mini Babybel, Boursin, Laughing Cow Wedges and Merckts.

s2 marketing + communications, Chicago, 2009-2010

**Associate Creative Director:** Financial marketing for Janus, Guggenheim and Van Kampen Investments.

Symmetri Marketing Group, Chicago, 2004-2009

**Associate Creative Director:** 8/07-6/09. B2B marketing and advertising, including web, brochure, logo design and direct mail for Motorola, Cars.com and Komori America.

**Senior Graphic Designer:** 8/04-7/07

iParenting Media, Chicago, 2003-2004

**Design Manager:** Responsible for all design and production for a national newsstand magazine and website.

designworks, Amsterdam NL, 2002-2003

**Self-employed Graphic Designer:** Book design, identity and advertising for clients in the U.S. and The Netherlands.

Rotary International, Chicago, 2001

**Graphic Designer:** Logos, brochures, web and direct mail in nine languages; involved from concept to print.

Baer Design Group, Chicago, 1999-2001

**Graphic Designer/Project Manager:** Corporate identity, packaging, collateral materials, direct mail and advertising.

### EDUCATION

Miami University, Oxford, OH

Bachelor of Fine Arts, Graphic Design, May 1999

### COURSEWORK

Web Dev. for Industry Professionals, Digital Bootcamp, 2012

High Impact Presentations, Dale Carnegie, 2007

HOW Design Conference attendee, 2006

### PROGRAMS

Illustrator, InDesign, Photoshop

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## ELIGIBILITY

### PREVIOUS COMPETITIONS

2015

2016 St. Stephens' Juried Art Show Exhibitor  
*For Everglades* Exhibitor, HarrisArt  
*LOLA Woman of the Month*, Priscilla Woolworth  
Featured in *The Huffington Post*, *Nashville's Williamson Source*,  
*Asheville's Mountain Xpress*, et. al

2014

*8th Annual Everglades Awareness Benefit* Exhibitor  
Bronze Reggie Award, Best Age Specific Promotion  
Outstanding Achievement, Consumer Goods, Interactive Media Awards

2013

Gold Reggie Award, Best Age Specific Promotion  
Silver Reggie, Best Gameification  
Catapult "Pinnacle Award" Winner

2012

Silver Medal, P2Pi's Design of the Times

2009

Gold Medal, Product Specifications, BMA Tower Awards  
Gold Medal, Special Promotions, BMA Tower Awards  
Best of Division, Capabilities Brochure, BMA Pro-Comm Awards  
Best of Division, Product Specifications, BMA Pro-Comm Awards

2007

Award of Excellence, Websites, BMA Pro-Comm Awards  
Award of Excellence, Special Promotions, BMA Pro-Comm Awards

2006

Best of Division, Product Specifications, BMA Pro-Comm Awards  
Silver Summit Award, Print Ad  
Silver Addy, Product Specifications  
Gold Medal, Capabilities Brochure, BMA Tower Awards

2005

STA Chicago Design Archive Inductee  
Best of Division, Product Specifications, BMA Pro-Comm Awards  
Silver Medal, Capabilities Brochure, BMA Tower Awards  
Gold Medal, Websites, BMA Tower Awards  
Best of Division, Capabilities Brochure, BMA Pro-Comm Awards

2004

Featured in *American Corporate Identity/22* by David E. Carter

2003

Featured in *Colossal Design* by Claire Warmke

2001

National Logo Winner, Rotary International Centennial Logo  
*HOW 2001 Self Promotion Design Annual*, Merit Winner  
*HOW 2001 International Design Annual*, Merit Winner  
*Chicago Tribune* Diary of a Start-up Logo Competition Winner  
Gold Medal, Capabilities Brochure, BMA Tower Awards  
Best of Show, Capabilities Brochure, BMA Tower Awards

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## ROUND 1. Talent

### KRAFT BARBECUE SAUCE

Kraft Barbecue Sauce Re-launch. The new recipe for Kraft Barbecue Sauce deserved some attention in-store that would compliment their Food Deserves Delicious ad campaign. We solved their dilemma during a pitch for the Kraft Enhancers and Snack Nuts business. Not only did they select us as their new agency of record, Kraft also gave us the green light to produce the work that we featured in our pitch! I happened to lead the development of the pitch work and its execution in the real world.



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## ROUND 1. Talent

### CAPRI SUN

Kids vs. Pros Promotion. Year one of this light-hearted promo offered kids a chance to win a spot to compete against four pros in a “playground throwdown” where the pros didn’t stand a chance. We worked with our agency partners tirelessly to ensure that the idea maintained consistency across the TV commercial, website and custom online games. The evergreen promotion successfully encouraged moms and kids alike to pick up these special cartons, which included pouches featuring each athlete.



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## ROUND 1. Talent

### TUMS

"Angry Foods" 2012 National Platform. We were given the challenge by GlaxoSmithKline to translate Tums' "Foods Fighting You?" advertising campaign into a compelling in-store activation idea. While our agency partner had the luxury of using either people dressed in food costumes or animating the food people were eating in the commercials, we needed to communicate the idea in one succinct visual. Our solution was to give the top heartburn-causing foods menacing personalities with jalapeno eyes and melted cheese fangs. These angry foods disrupted consumers in-store, out-of-home and on retailer websites.



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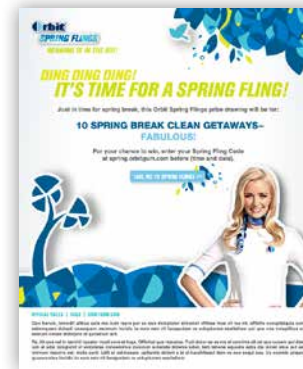
## ROUND 1. Talent

### ORBIT GUM

Orbit Spring Flings Promotion. Our spring promotion encouraged consumers to enter to win cool prizes all spring; all they had to do was unlock a code in-pack or online. Our unique online experience took cues from the new spring pack design to let the consumer engage with the Orbit Girl and an imaginary "pack world." The program extended to in-store and retailer-specific displays and was an amazing success both in-store and online.



Promotional Website



Fling Alert Eblast



Grocery Display

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# ROUND 1. Talent

## SKINTIMATE

2012 Skintimate Studios Ready For Everything Promotion. This fourth annual promotion called for girls everywhere to capture themselves in a photo at their most confident, ready-for-everything best. Winners received the ultimate prize, a once-in-a-lifetime photo shoot in New York with famed photographer Eva Mueller. We had an overwhelming response rate with this promotion, which included print buys in *InTouch* and *Life & Style*, FSI's and a microsite where our target could enter and vote. We were able to set the tone for the entire promotion with an all-encompassing style guide.



InTouch Full Page Ad



Promotion Style Guide

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## ROUND 1. Talent

### ORBIT & 5 GUM

Walmart "Cool Kids" September Pallet. We were charged by Wrigley to disrupt Walmart shoppers in-store and sell their new micro gum packs and bottles. With the back-to-school time frame in mind, we transformed gum purchasing into an interactive experience. The cool kids and their gear featured on the ends of the pallet are shoppable, highlighting some of the fun places where you can store these new pack types. The pallet proved a huge success, moving more volume than any Wrigley pallet in history.



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# ROUND 1. Talent

## LIFE SAVERS, SKITTLES & STARBURST

Summer Promo Website (Concept). As a code entry hub for Wrigley's XBOX For Life summer promotion, this gamified microsite concept invited entrants to stroll down a boardwalk and play carnival games reflective of each brand's personality.



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## ROUND 1. Talent

### CRYSTAL LIGHT

**Diageo Partnership.** In an effort to capitalize on an existing consumer behavior, Crystal Light wisely partnered with Diageo's Smirnoff. The low-calorie Crystal Light and Smirnoff's new sorbet flavors were a match made in heaven. This eye-catching display appeared in the alcohol section of the grocery and offered savings off both when purchased together.



Chosen Concept



Alternate Concept

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## ROUND 1. Talent

### MiO

2013 Master Your Water Platform. MiO had yet to develop a way to speak about all three product lines together. With the insight that our target, millennial males, yearn for control over every aspect of their lives, we offered them the proposition of fine-tuning their water with MiO Fit, Original or Energy. We spoke to them in their own language by representing MiO-fied water bottles as a mixing board, smart phone and game controller.



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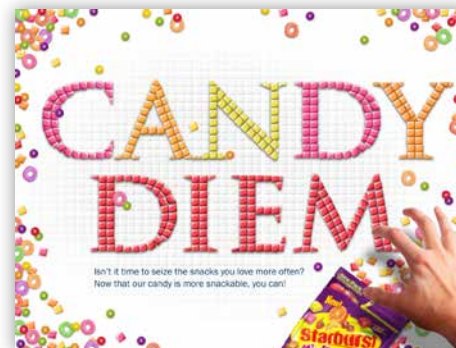
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# ROUND 1. Talent

## CONCEPT BOARDS



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# ROUND 1. Talent

## PRINT AD CAMPAIGNS



Komori LS 2009 Ad Campaign



Allianz North American Ad Campaign (concept)

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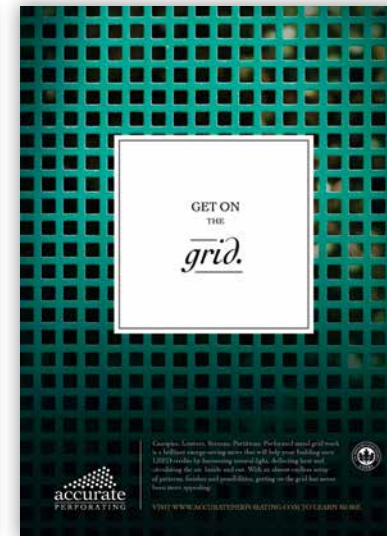
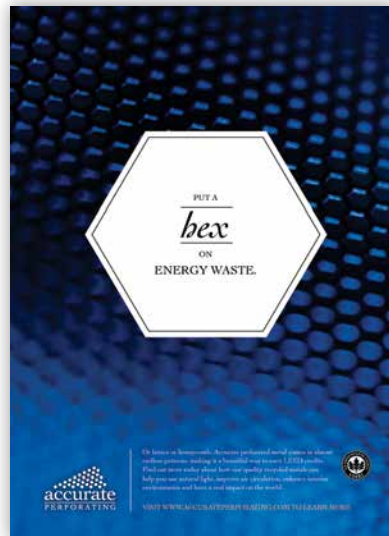


# ROUND 1. Talent

## PRINT AD CAMPAIGNS



Knaack Ad Campaign (concept)



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Accurate Perforating "Green" Ad Campaign (concept)





ROUND 1  
POINT TOTAL:

## ROUND 1. Talent

### LOGOS



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ROUND 2  
POINT TOTAL:

## ROUND 2. Personality

### THE WORD ON THE STREET



“Smart. Thoughtful. Insanely hard working. Pleasant. Resilient. Current. Really good designer. A friend of concepts. Amusing. Surprising. She gave me a cow for Christmas. Named Vishnu. Don’t ask. Just give her work, and see how happy you are when she delivers.”

Jim Dyer, Copywriter/Creative Director/Owner, Lunar Consulting

“Melanie was my go-to person for exceptional conceptual work coupled with stellar art direction and design. She is multi-faceted and can tackle print and digital projects with ease. She was one of my hardest working, nose-to-the-grindstone, no excuses creative leads that I’ve had the pleasure to work with.”

Mark Masseur, Principal/Creative Director, Symmetri Marketing Group

“Melanie is the center of the creative machine. She knows how to match creatives with assignments that produce unique and strategic results. All the while, she is setting up her team to be challenged and successful. She understands that tending to creative development is an important part of growing a strong team with the concepts and execution to match.”

Kate Parks, Senior Art Director, Ryan Partnership

“It truly was a pleasure working with Melanie. She is intelligent, talented, articulate and extremely passionate about everything that she does. As a creative director, she always seemed to know what the client wanted. She is an excellent strategist as well as designer and is always extremely mindful of strict deadlines. She listens to the client and also expresses her own opinions and realizes there is more than one point of view. Melanie would be an excellent addition to any company.”

Casey Keske, Account Supervisor, Symmetri Marketing Group

“Melanie was a treasured asset at Symmetri, as she would be at any organization, because she is the complete package. She’s talented, personable and infused with one of the strongest work-ethics I’ve ever seen. Melanie could always be counted on to get the work done right. She also continually displayed skilled managerial talents by constructively and professionally leading teams, even when faced with monumental, stress-inducing challenges. I highly recommend Melanie and sincerely hope to work with her again in the near future.”

PJ Rashid, Copywriter, Symmetri Marketing Group

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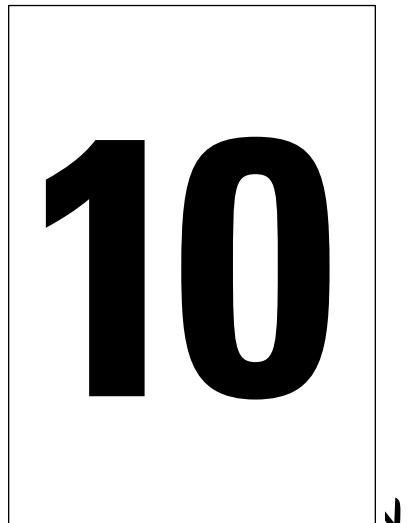


**FINALE  
POINT TOTAL:**

## FINALE. Interview

### TALLY UP THE FINAL SCORE!

Now that you've met with Melanie, it's time to make the final call. If you feel that Melanie deserves a 10 after the interview, show her some props by flashing the mini scorecard. If you have feedback after the interview for Melanie, please help her out by filling out the feedback card and mailing it in. She thanks you in advance!



### OFFICIAL FEEDBACK CARD

**FINAL SCORE:**

Your name:

Company:

Email:

Phone:

I like Melanie's work but do not feel she is right for the position we're trying to fill.

I will keep this packet on file for future positions that Melanie might be right for.

I would like to connect with Melanie on LinkedIn. (please provide email above)

I would like to refer Melanie to:

Please address this to:

MELANIE OLIVA  
590 NE 121st ST  
BISCAYNE PARK, FL 33161

Suggestions for Melanie:

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