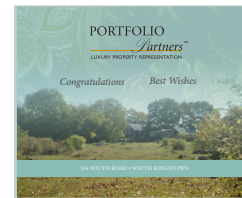
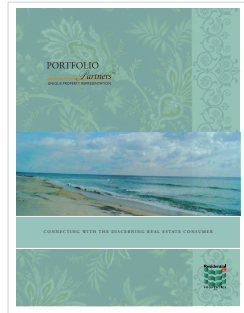


Melissa Coyle

Portfolio | Suite

PORTFOLIO  
*Partners*<sup>™</sup>  
UNIQUE PROPERTY REPRESENTATION



*Portfolio Partners Unique Property Representation*

Created sophisticated identity suited for the discerning real estate client. Portfolio Partners combines real estate experience and specialized marketing skills to provide buyers and sellers of unique properties the different level of service that such properties require.

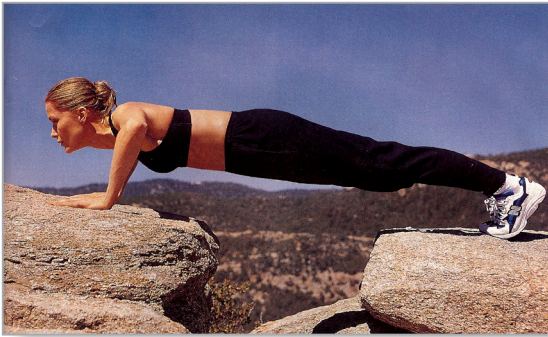
Creative direction and execution to convey strategic goals of brand message and site through web development phase.

*Samples: brand identity, business card, letterhead, marketing presentation, sales sheet, direct mail, website, gift label*



# Melissa Coyle

Portfolio | Retail | Catalog



- Art Direction and management of artistic translation of brand strategy and marketing communication to customers
- Collaborated with design teams and merchants for accuracy and completeness of product positioning
- Created product illustrations and pagination for pacing within catalogs and created effective senior leadership and merchant presentations meeting creative and marketing objectives
- Directed outerwear and outdoor gear location and/or studio photo shoots including preproduction meetings, scheduling, selection of talent and resources to meet project objectives

Sample: L.L. Bean | Women's Active catalog  
Experience: Women's Active, Outdoor Gear, Accessories

L.L. Bean founded on a passion for the outdoors and now specializing in clothing and outdoor recreation equipment with a Gold-and-Silver-Catalog-Age-winning catalog business.

# Melissa Coyle

## Portfolio | University Publications



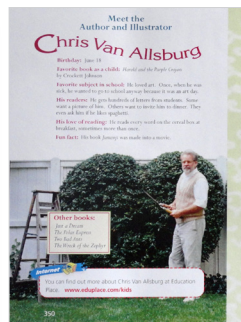
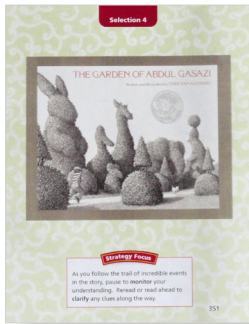
- Diversity of print materials including admissions publications, posters, brochures, mailers, invitations, announcements and complete redesign and on going design of an 80 page national magazine.
- Project involvement ranges from art direction, design, illustration and photography to management all aspects of production, from conceptualization to final press approval.

*Samples: Harvard University Conference Poster, Harvard Medical School admissions catalog, Harvard University's Cultural Survival Magazine, Radcliffe Institute Lecture mailer/poster*

*Experience: Harvard Medical School, Harvard University, Harvard Office of the University Publisher, Massachusetts College of Pharmacy, Radcliffe Institute for Advanced Study*

# Melissa Coyle

## Portfolio | Educational Publishing

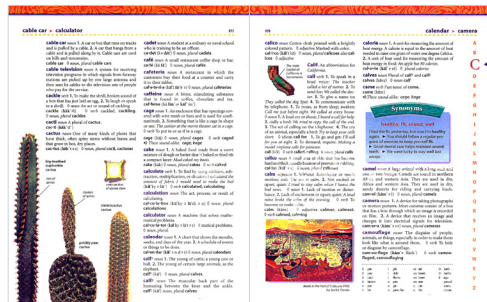
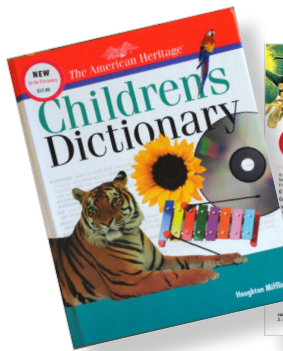
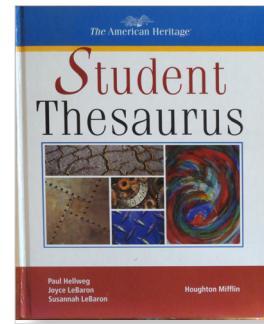
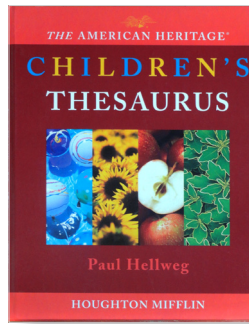
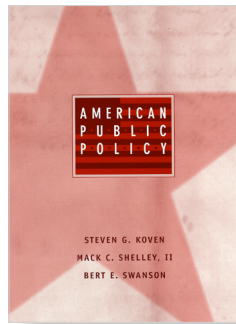
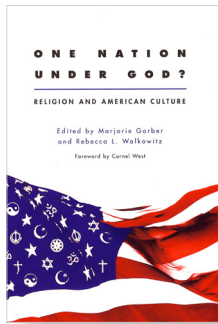


- Conceptual prototyping and design implementation with involvement ranging from art direction, graphic design, illustration
- Covers, posters, packaging, storyboards
- Art Direction of Child location and/or studio photo shoots, table top photography
- Spec prep and development, scheduling, selection of talent and resources
- Familiarity with the image requirements particular to educational publishing. Style research and artist selection, Spec prep and development, Photo Research and Acquisition experience, Credits and usage data implementation, Permission and rights negotiation
- Database management
- Scanning/color correction coordination and production proofing

Samples: Houghton Mifflin Company SE, Ancillary  
Experience: SE, TE, Ancillary, Pre-K through 3 Reading and Spelling (English, Spanish)

# Melissa Coyle

## Portfolio | Book



- Cover Design, Conceptual prototyping (interior) and Design implementation including creation of digital illustrations/artwork for page elements/borders
- Style research and artist selection (interior), including illustration spec prep and development of artwork
- Photo Research and Acquisition including credits and usage data implementation

Samples: *Harvard University Press,*  
*Houghton Mifflin Publishing Trade and College (Educational) Divisions*