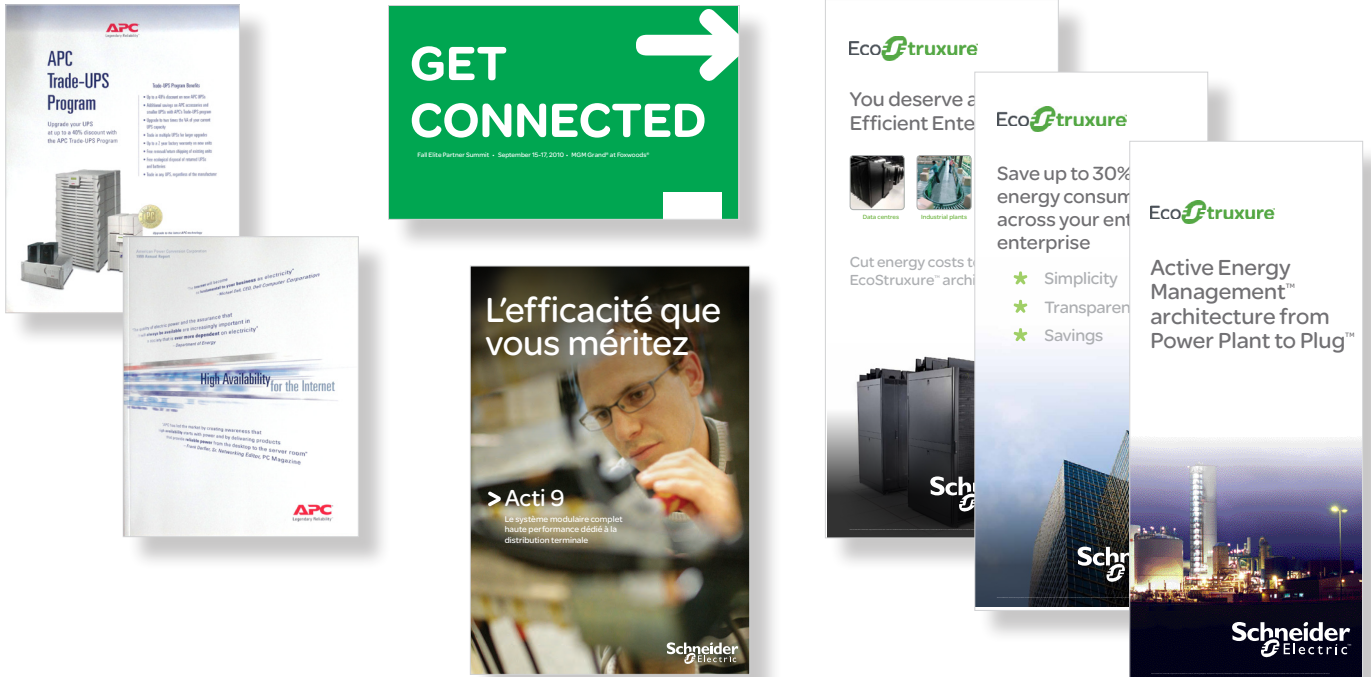


# Melissa Coyle

Portfolio | Corporate Communications



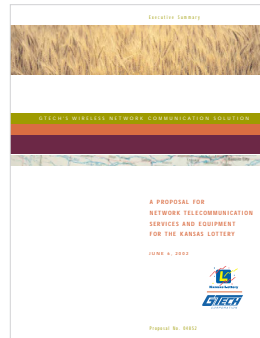
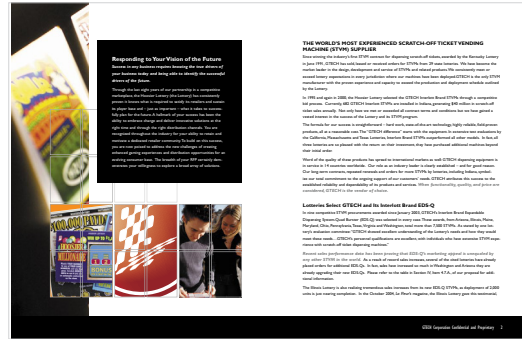
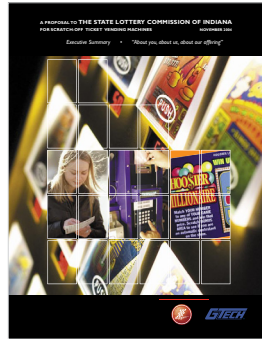
- Developed creative strategies for growing global market share including concepts and design for global dimensional packaging, retail and point of sale, some corporate identity work, advertising, product sheets, annual report, direct mail and event related print material. Production and adaptations to existing design as well as newly created design.
- Project and client management across multiple geographic boundaries, answering project briefs via clear consistent visual communication of corporate and product line messages while upholding brand identity.
- Managed simultaneous project milestones from initiation, file prep, print liason including proof and press checks to completion within deadline and budget requirements.

Samples: APC | product sheet, Annual Report  
Schneider Electric | brochure 1, brochure 2, large format trade show display graphics

APC and Schneider Electric, global specialist in energy management, including leadership positions in energy and infrastructure, industrial processes, building automation, data centers/networks, and residential applications.

# Melissa Coyle

## Portfolio | Business Communications



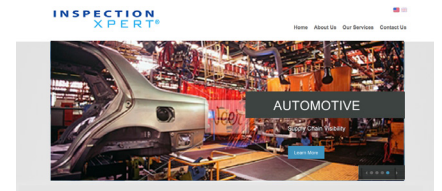
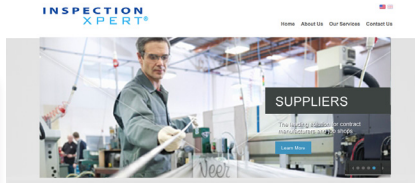
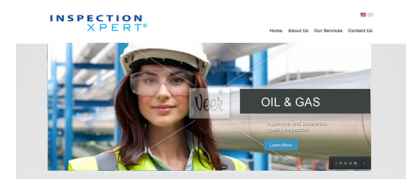
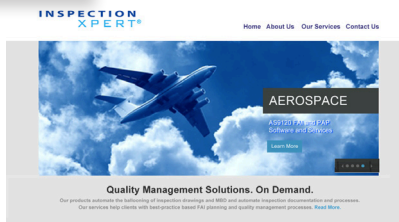
- Support of deadline intensive gaming proposal efforts for state and federal government RFPs, RFIs and related business development activities.
- Research and development of design concepts based on needs of targeted sales efforts.
- Established effective relationships with a wide range of internal business customers. Integral participation in concept development of all presentation components to convey comprehensive strategic messaging to an international audience.
- Led and executed creative design and illustration concepts for successful domestic/international new gaming contracts in an extreme deadline driven environment.

Samples: *Indiana Vending Executive Summary*  
*Ireland Multichannel Gaming Executive Summary*  
*Kansas Telecommunication Services Executive Summary*

GTECH Corporation is a world-wide lottery information technology and services company. Support of additional GTECH Communication departments included: Corporate Communications, Marketing Communications, Employee Communications, Enterprise Solutions and Government Services

# Melissa Coyle

## Portfolio | Suite



### InspectionXpert

This high-growth company had six years of consecutive double digit growth providing the aerospace, medical device, defense, automotive/heavy industry markets with innovation quality inspection planning solutions before being acquired by Ideagen.

Brand Direction and creation of design and production-ready sales and marketing support materials helped contribute to this success.

Samples: business card, one pager, sales sheets, website landing page comps

InspectionXpert, developer and provider of compliance-based information management software

# Melissa Coyle



## Tunstall Americas

Brand Direction and creation of conference material for The Telehealthcare Leaders Forum, the premier event exclusively focused on telehealthcare in North America.

The Forum, attended by healthcare professionals from across North America, focused on innovative ideas and best practices for building and strengthening telecare and telehealth programs for improving patient outcomes and included keynote presentations, panel discussions, interactive audience participation, net-working and business discussions.

*Samples: Conference signage, registration form, event program, large format event banners*

*Tunstall, a care technology/health technology company*

Melissa Coyle



RiskSense

RiskSense developed a cloud-based vulnerability management and prioritization platform to measure and control cybersecurity risk. The RiskSense platform employed human-interactive machine learning technology and embodied the expertise and intimate knowledge gained from real-world experience in defending critical networks from the world's most dangerous cyberadversaries. RiskSense was acquired by Ivanti in 2021.

Samples: business card, white paper, sell sheet, web landing page, post card, pocket card

RiskSense, a Sunnyvale, California-based cybersecurity company

Melissa Coyle

Portfolio | Suite



gem | INTELLIGENCE™



**Lapis Software Associates**

*As state lotteries were beginning to seek automation solutions for their field sales representatives, Lapis Software Associates planned to enter this market segment competing against a competitor who had already established a dominate position. With the accelerating growth of mobile devices and the increasing footprint of cellular coverage, Lapis sought a comprehensive brand that could support their portfolio of enterprise software products with a modernized Silicon Valley feel.*

With the creation of the gemSuite™ brand, Lapis was able to leverage the naming convention for each specific product including gemIntelligence® retailer relationship management, gemRetailer™ lottery business reporting portal, and gemEnterprise™ lottery back-office solutions.

With sustained sales and marketing efforts consistent use of the brand, the gemSuite™ portfolio grew into the market leader. Several years later, Lapis was acquired by Scientific Games, one of the largest global providers for products and services to the lottery industry. Today, gemSuite™ products are used in over 25 states, provinces and countries, with pending implementations in the United Kingdom and New Zealand and has a total contract value that exceeds \$50 million dollars. The brand continues to be leveraged across the entire spectrum of sales and marketing.

*Samples: brand, powerpoint template, sales sheet, half page ad, full page ad, trade show lap top skin, sponsored event ticket*

*Lapis Software Associates, a specialty software developer for the lottery industry*