



melminnella

Creative Direction | Design

melminnella.com

melissaminnella@gmail.com

Experience:

melminnella LLC

Owner/Principal Designer [3.2006 - Present]
Art Direction | Design | Branding | Production

N-able (formerly SolarWinds)

Senior Creative Manager [3.2021 - 8.2021]
Creative Manager [1.2018 - 3.2021]
Art Direction | Design | Project Management

LexisNexis

Creative Manager, Design [1.2017 - 12.2017]
Lead Designer [6.2012 - 12.2016]
Art Direction | UX | Design | Event Design

Connexion Technologies

Corporate Graphic/Web Designer [2.2008 - 3.2011]
Design | UX | Web Content Management

Education:

Mercer County Community College

AAS, Advertising Design
Higher Honors | Dean's List | Phi Theta Kappa

Mason Gross School Of The Arts

BFA, Rutgers University
Graphic Design | Dean's List

Awards:

Communicator Award for Poster Design
Hermes Gold Award for Ad Design
Marcom Platinum Award for Poster Design
Hermes Gold Award for Book Design

Highlights:

N-able/SolarWinds

- Led a full design rebrand of thousands of corporate and marketing assets with a team of 4 designers, 4 production artists, video and UX teams in a 6 month time frame
- Rebuilt a broken creative workflow that resulted in an exponential improvement in designer morale

LexisNexis

- Served on a global brand council tasked with realigning 300+ products to one cohesive brand
- Consulted on UX for migration of one of our microsites to a new CMS platform
- Developed an onboarding training plan and managed a designer in Manila, Philippines
- Provided art direction on an interactive white paper that resulted in a 25% conversion rate for the full download and over 400 possible leads
- Designed a report that was covered on the front page of the Wall Street Journal and the homepage of the wsj.com
- Built and managed marketing blog

Connexion Technologies

- Supported sales and marketing team that put the company on the inc. 500 list 2 years running. The magazine did a spread on our founder.

Associations:

American Mensa
Freelancer's Union



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COME CONNECT

You are cordially invited to a cocktail reception held in the Pinot Brasserie Restaurant of the Venetian Hotel

April Eighth Two-thousand Eight from Five until Seven in the evening.

Hors d'oeuvres will be served.

Meet our partners and learn about some of our current projects.

connexion

Bridging The Gap:

LexisNexis® recently conducted a survey to better understand the gap between the number of hours legal professionals work versus the number of hours they actually bill for hourly billable time. The survey found that the ability to bill time worked was greatly impacted by the factors listed below.

33% of legal professionals work non-billable hours.

6.9 The highest average number of billable hours worked per day.

54% The highest and lowest billable hours worked per day.

\$180,000 The average lost yearly revenue for a 100 attorney firm.

Which Size Firms Bill Best?

Firms with 1-10 attorneys have a 40% gap, and an average of 6.9 billable hours per day. As the number of attorneys increases, the gap decreases. Firms with 20+ attorneys have a 27% gap.

Attorney Firm Size	Gap (%)
1 Attorney Firm	40%
2 Attorney Firm	40%
3-5 Attorney Firm	24%
6-10 Attorney Firm	26%
11-20 Attorney Firm	27%
20+ Attorney Firm	27%

Which States Bill Best?

Firms in Delaware work an average of 6.9 billable hours per day, and an average of 6.9 billable hours per day. In the other states, Oregon comes in last, billing just 4.1% of billable time.

State	Gap (%)
Oregon	40.6%
Delaware	94.4%

INSIGHTS to help you make better decisions

Discover them **NOW** in the LexisNexis® Enterprise Legal Management Trends Report

LEARN which practice areas are commanding the highest fees.

FIND OUT which group of lawyers accounted for the biggest hourly rate increases over the past six months.

DISCOVER where AFA adoption is headed, and much more.

VISIT lexisnexis.lookbookhq.com/counselinktrends and download your copy today.

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Meet the Team

Welcome to Samanage! Our sales, solutions, implementation, and customer success experts are here to make sure your Samanage journey is as seamless as possible.

Sales

Start your journey with our sales team. They'll help you understand your needs and answer any questions you may have. Check out all of our resources, you'll be amazed at how much they know about our platform and how they can help you through it.

Solutions

Once you're ready to get started, our incredibly knowledgeable solutions consultants will help identify and solve any specific needs for your organization. They'll go to the end of the earth to help you identify your pain points and business needs so that we can provide you with a personalized tailored service management platform.

Implementation

When you become a part of the Samanage family, our implementation specialists are here to help you implement Samanage and implement it in the best of your organization's abilities. We'll ensure you get the best time-to-value, meaning your experts can get on and working quickly, using the least possible for you - all while having some fun.

Customer Success

The customer success team is your ongoing partner in Samanage. We'll be there when you are on and when you plan to go. They'll be there to continuously ensure you're getting the most value possible. Whenever you need, Samanage makes the customer success team is here to deliver.