



melminnella

Creative Direction | Design

melminnella.com

melissaminnella@gmail.com

919.414.6985

Experience:

melminnella, Raleigh, NC

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

N-able (formerly SolarWinds), Morrisville, NC

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

LexisNexis, Raleigh, NC

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

Connexion Technologies, Cary, NC

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

News and Observer, Raleigh, NC

Ad Designer, Classified [4.2004 - 2.2008]
Creative Services Member | Rookie of the Year 2004

iN DEMAND, New York, NY

Contract Designer [5.2001 - 8.2001]
Print Design | Web Asset Creation

Time Warner Cable, New York, NY

Contract Graphic Designer [12.1999 - 4.2001]
Print Ads

Education:

Mercer County Community College

AAS, Advertising Design [5.1995]
Higher Honors | Dean's List | Phi Theta Kappa

Mason Gross School Of The Arts

Rutgers University [9.1992 - 12.1993]
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 corporate and marketing assets with a team of 4 designers, 4 production artists, video, and UX teams in a 6 month time frame
- Creative development/identity for client affinity and retention programs, hosted events and org-level groups

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 on-boarding training plan and managed 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
AIGA
Freelancer's Union



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-Jonathan Berglund, IT Director

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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 results were surprising and not unexpected: the ability to bill time worked was greatly impacted by the business and the law.

33% The average lost yearly revenue for a 100 attorney firm

6.9 The reported average number of billable hours worked per day

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

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

Which Size Firms Bill Best?

From 1-10 attorney firms up to 100+ attorneys, and an average billable 6.9% of their time worked, while smaller firms (1-10 attorneys) are struggling to bill their time worked, perhaps because they have less work to bill.

Attorney Firm	Gap
1 Attorney Firm	40%
2 Attorney Firm	40%
3-5 Attorney Firm	24%
6-10 Attorney Firm	26%
11-20 Attorney Firm	9%
20+ Attorney Firm	27%

In Summary:
At the end of the day, law attorneys can bill for every minute worked. However, by looking closely at how time is spent working, attorneys can begin to bridge the gap of hours worked versus time billed. The LexisNexis® Survey only reports the top of the billable and we plan to follow-up with future surveys to discuss when it comes to the gap.

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Products Solutions Pricing Why Samanage? Company

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're here to introduce you to our product and answer any questions you may have. Check out all of our resources, you'll be amazed to see how much our sales team knows about the platform and how they can help you through it.

Solutions

Once you're ready to get started, our incredibly knowledgeable solutions consultants can help identify and solve any specific needs for your organization. They go to the trouble to make sure we're able to 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 integrate Samanage and implement it in the heart of your organization's culture. We're proud to provide the best time-to-value, meaning our experts can get you up and running quickly, with the least problem for you - all while having some fun.

Customer Success

The customer success team is your ongoing partner in Samanage. We're here to make sure you are up and where you plan to go. They're here to continuously ensure you're getting the most value possible. Whenever you need, Samanage makes the customer success team is here to deliver.