

# Bodnar Creative



## **Meet Melissa Morrow Bodnar - Principal**

Melissa has considerable technical and creative writing experience, as well as highly developed desktop publishing and web-based content creation skills. She has a Bachelor's degree in History from the University of Michigan and a second Bachelor's degree in Telecommunications, specializing in video production, from Michigan State University.

Melissa began her professional career as a proofreader and supervisor for typesetter Huron Valley Graphics in Ann Arbor, Michigan. She then became a copywriter in the Detroit advertising agency community, working first at Lintas: Campbell-Ewald's promotional magazine group Aegis, then Crowley-Milner department store's advertising group, and finally MARS Advertising's promotional magazine group.

Next, Melissa moved into the training and technical writing field, first writing computer software manuals for temporary office workers at Kelly Services, then writing and editing multi-media sales and product training materials for Chrysler dealers at Ross Roy Communications (now BBDO).

Forming Bodnar Creative in 1997, Melissa expanded her writing, editing, and training skills to include desktop publishing, website development, video production, video editing, and social media initiatives.