

MARIE MELENDEZ

Media Professional

(843) 312 - 4049 • media@mariemelendez.com • Raleigh, NC

Software

Adobe Creative Suite:

Premiere
InDesign
PhotoShop
Illustrator

Microsoft Office:

Word
Excel
PowerPoint

Access

WordPress

iContact

Google Analytics

Final Cut Pro

Mac/PC

Instagram

Facebook

Twitter

LinkedIn

SnapChat

Education

Bachelor of Arts

Mass Communication &
Spanish Translation
University of Texas
2005 - 2009

Teacher Certification

State of Texas
2013

Languages

English

★★★★★

Spanish

★★★★☆

Check out my work!

mariemelendez.com

ABOUT

Creative, self-motivated communications professional with 7+ years experience in integrated marketing communications, including creating promotional content; project management; advertising; event coordinating; and a passion for building social media strategies.

CORE COMPETENCIES

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| <ul style="list-style-type: none">• Integrated Marketing Communications• Digital Asset Management | <ul style="list-style-type: none">• Event Coordinating• Public & Media Relations• Project Management | <ul style="list-style-type: none">• Social Media Strategy & Management• Website Management |
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EXPERIENCE

COMMUNICATIONS ASSISTANT

Sept 2016 - Sept 2017

North Carolina State University / Raleigh, NC

Initially hired to assist in the creation and maintenance of digital content and to coordinate large-scale events.

- Provide marketing and public relations support for the North Carolina Clean Energy Technology Center
- Develop and maintain marketing strategy on social media
- Brought a much-needed human presence and editorial oversight to social media channels, resulting in a dramatic increase (+30%) in user engagement
- Create and manage digital assets
- Develop program handbooks, social media tool kits, press releases, bi-monthly newsletters, event e-mails, fact sheets, and annual report
- Coordinated the 2017 State Energy Conference, Particle Falls - Raleigh, 2017 Sustainable Fleet Technology Conference & Expo, Playbook for Sustainable Fleet Management

MEDIA TECHNOLOGY INSTRUCTOR

Nov 2013 - May 2016

Brownsville Independent School District / Brownsville, TX

Recruited by school district administration to spearhead the School of Technology for Animation, Radio, and Television (START) Magnet Program at Gladys Porter Early College High School and to provide

EXPERIENCE (continued)

an engaging learning environment for low socio-economic high school students.

- Designed curriculum to promote competency in the following software:
 - Adobe CS (Premiere, InDesign, Photoshop, Flash)
 - Final Cut Pro
 - EZ News
- Curriculum included teaching students how to produce live newscasts, create news reports, and short films
- Implemented a dual enrollment program with Texas State Technical College for START Magnet students
- Managed budget to supply classroom with technical equipment for professional-grade news studio

MARKETING AND COMMUNICATIONS MANAGER

July 2011 - Oct 2013

Salon O / Salt Lake City, UT

Salon O is the #1 rated salon in Salt Lake City. Originally hired to provide customer service and crisis management support during a construction overhaul to the salon building. Duties increased after proven ability to multi-task efficiently and lead and manage public outreach.

- Re-invented salon brand to speak to a broad demographic of new and established clientele
- Revamped website design and functionality
- Developed creative digital assets
- Managed social media promotions, updates, and analytics
- Noteworthy projects included: re-grand opening after major construction overhaul, charity fashion shows, promotional video, stylist photoshoots

MARKETING AND COMMUNICATIONS ASSISTANT

Feb 2010 - August 2016

Left Wing Lock, Inc / Bethesda, MD

Left Wing Lock is a data company that specializes in statistical analysis of NHL hockey players' performance. I managed a team of editors that provided time-sensitive content to an audience of over 150,000 members (6M+ impressions monthly). I organized and led a team of graphic and web designers for a successful website and iPhone app relaunch.

- Negotiated advertising contracts with multiple vendors
- Created a reward program to grow ad revenue by 60%
- Increased membership by 30%
- Increased traffic to website by 45%
- Transformed website and iPhone app branding
- Content was routinely featured on: ESPN.com, Yahoo.com, TSN.ca, CBC.ca

SPECIAL PROJECTS COORDINATOR

Jan 2008 - Feb 2010

University of Texas / Brownsville, TX

Originally an intern, I was recruited by the Vice President for Student Affairs Division, upon graduation, to lead multiple projects to fruition.

- Served as media liaison for the Athletics department, responsible for player media appearances
- Produced stories (print and internet) for both local and national media outlets
- Created promotional flyers for athletic events which increased crowd turnout tenfold over a 3-month period
- Coordinated special events and press conferences, noteworthy projects included: 2009 World Series of Chess, 16th Annual Counselor's Institute, and summer camps for at-risk youth in the Rio Grande Valley (TX)
- Developed media materials: press releases, social media tool kits, handbooks, and fact sheets
- Website management