

MELISSA VEE

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PROFESSIONAL EXPERIENCE

Deputy Director, Marketing and Community Relations, PALS, Remote, January '19 – November '20
Execute digital marketing and communications at a 501(c)3 nonprofit.

- **Content Creation:** Lead creation of all content including: design, photography/video, and copy, tailored to each social channel, media outlet, and website.
- **Digital Marketing:** Develop ongoing campaigns including paid social, quarterly newsletters, monthly blog posts, video production, and Facebook/Instagram live events.
- **Email Marketing:** Run e-blast campaigns; growing from 9,000 subscribers to 12,000 subscribers and increasing average open rate from 12% to 25%.
- **Social Media:** Manage all channels: post, monitor and adjust content daily, increasing by 1,200 followers on Facebook since January 2019 and growing supporter engagement.
- **Analytics:** Advanced Salesforce user. Using Salesforce for donor and grant management for over \$200,000 in awarded grants and \$1M in donations. Analytics also includes tracking KPIs from campaigns and website traffic data.
- **Brand Development:** Execute a company re-brand with external consultant. Built the associated strategic management and communications plan.
- **Event Marketing:** Facilitate large scale events raising over \$700,000 with over 250 people in attendance and cultivate event marketing plans.
- **Media and Public Relations:** Manage national and local press entities, develop press pitches, write releases and create media campaigns through full range of press materials.
- **Grant Writing:** Write, edit, and enhance grant efforts. Prospect potential grant options, submit LOI's and create a grant tracking system to ensure no deadlines are missed.

Ecommerce Assistant Manager, Marketing & Strategy, Newell Brands, June '17 – October '18
Increase Ecommerce sales, manage P&L statement, implement all communication and marketing.

- Managed all 25 company-wide agency partnerships including prospecting new agencies, allocating funding, terminating agencies and continued communication.
- Create B2C and B2B marketing materials after deciding best implementation strategy.
- Foster growth in International Markets, by cultivating new consumer relationships.
- Offer review experiences and syndication to consumers, working with outside vendors.
- Supported analytics team on social listening projects and continual digital shelf analysis for Amazon, Retail.com, and Direct to Consumer sites.

Community Event Coordinator, Smile Farms Inc., September '15 – May '17

- Worked with Senior Director to organize 8 events per year, increasing fundraising 200%YOY.
- Ran events ranging from Annual Golf Outing and Dinner with 150+ attendees to an exclusive NYC Dining for a Difference event with top 30 donors in attendance.
- Designed young professional's ambassador program and relevant marketing material.
- Developed relationships with donors and potential partners to increase their awareness of campaigns, upcoming events, and donation opportunities.

Social Media Manager, Molloy College, August '16 – May '17

- Created content, planned media calendar, executed and built the brand by 500 followers.
- Increased traffic on social: Facebook, Twitter, YouTube, LinkedIn, Pinterest, and Instagram.

TECHNOLOGY

Adobe Photoshop, Advanced MS Office Suite, Amazon Retail Analytics, Canva, Google Analytics, Google Ads, Hubspot, JIRA, Magento, Nielsen, Oracle, Organic Social, Paid Social, Salesforce, SharpSpring, WordPress

EDUCATION

Bachelor of Science, Business Management and Marketing
Molloy College, Rockville Centre, NY