

# MELINDA VICKERMAN

Hoboken, New Jersey | hello@mickerman.com | portfolio: mickerman.com

## PROFESSIONAL PROFILE

Dedicated, energetic, and creative problem-solver with a focus on crafting exceptional customer experiences across diverse fitness, health, municipal, and school markets for both youths and adults. Skilled in developing effective marketing strategies and programming support to educate, inform, advocate, and foster community growth.

## WORK EXPERIENCE

### RECREATION LEADER – CPRP, CYSA Certified

City of Hoboken Division of Recreation | Hoboken, NJ | 2023 to Present

#### Program Development

- Managed schedules, teams, scores, enrollment, waivers, waitlists, program fee payments, and awards for all seasonal recreational activities for children, special needs population, and adults including soccer, basketball, field hockey, tackle football, baseball, softball, flag football, golf, swimming, tennis, frisbee, pickleball, wrestling, lacrosse, and more in an urban community of 65,000 residents
- Improved registration processes and information gathering by creating targeted menu selections and data sorts
- Supervised staff of four, managed fieldwork and deliveries, addressed constituent inquiries, and submitted regulatory reports for Summer Foods Children's Program distributing over 700 lunches weekly in three remote locations

#### Financial Administration

- Responsible for following proper procurement procedures, obtaining, reviewing, and processing vendor bids and invoices, plus managing requisitions and purchase orders through Edmunds GovTech
- Successfully tackled six-month backlog of constituent accounts receivable resulting in significant gain of past-due revenues
- Sourced new vendors for budget-saving solutions
- Tracked recreational field rentals, processed cancellations, coordinated details with appropriate departments, and entered all payments into RecDesk system
- Identified areas of municipal revenue loss and created solutions to improve outcomes including better oversight of residency requirements and invoices

#### Communications

- Responsible for creating, distributing, and responding to a high volume of emails, phone calls, texts, RecDesk, and TeamSnap platform messaging
- Substantially upgraded constituent communication with regular program reminders, emails, and NIXLES
- Improved department's responsiveness metrics with a commitment to providing timely and informed information to constituents
- Capable of managing challenging or upset constituents with a composed and solution-oriented demeanor
- Created a graphic tutorial system to help constituents gain a better understanding of how to use the RecDesk platform

#### Operations

- Provided executive-level administrative support to Division Head and Superintendent ensuring confidentiality and discretion with sensitive matters
- Conducted facility walk-throughs and needs assessments to mitigate risks, and ensure facility preparation and participant safety
- Provided on-site supervision of staff, participants, and spectators during program activities, responding to emergencies in a professional manner
- Coordinated with appropriate stakeholders to order, inventory, and maintain proper equipment for all recreational activities

### DIRECTOR & CO-FOUNDER

The Soccer Learning Center | Jersey City, NJ | 2002 - 2023

#### Brand Development

- Supported the launch of a professionally coached soccer academy serving more than 1K children annually with sales of \$200K+ per year
- Developed co-branded classes with schools and municipalities offering bespoke instructional soccer programs and summer camps
- Expanded services to include adult instructional and recreational league options for mature athletes
- Piloted the Coach Alex brand to become an internationally recognized soccer authority and garnered USSF accreditation for the academy

#### Customer Service & Office Administration

- Maintained a responsive, pro-active, and caring approach to every customer interaction, in-person, via telephone, or online
- Created and managed an automated registration portal with timely email and text follow-up which significantly improved conversions
- Implemented class protocols for children with special needs, including autism, life-threatening allergies, and juvenile diabetes
- Managed all office tasks including ADP payroll, HR, staff onboarding and scheduling, reporting, event registration, payment processing, customer communications, financial management, sales, returns, PayPal processing, loan oversight, and tax preparation
- Ensured strict confidentiality with all correspondence, personnel matters, client information, and government interactions

#### Marketing & Content Creation

- Responsible for logo design, website creation and maintenance, and all collateral content for academy and related activities
- Managed SoccerLearningCenter.com, CoachAlex.com, TSLCNews.com, and USSoccerHeroes.com WordPress websites
- Supported subscriber lists and generated email content using the MailChimp platform
- Authored accessible guidelines for parents and players that significantly improved class participation, attendance, and department
- Lead company during COVID lockdowns, implemented online class options in one week, and handled all COVID marketing challenges

#### Community Outreach

- Launched a 501c3 non-profit arm of the academy focused on creating community-minded events and fundraising tournaments
- Raised more than \$50,000 for law enforcement officers and their families experiencing catastrophic life events
- Co-sponsored events and tournaments with MLS pro teams including the NY Red Bull
- Facilitated logistics and hospitality for pro athletes, politicians, sponsors, and VIP donors during various charitable functions

## ADDITIONAL WORK EXPERIENCE

### FREELANCE COPYWRITER & BRAND BUILDER

M. Vickerman | Hoboken, NJ | 2000 to Present

- Credited with overhauling a low-performing hardware product brand and expanding sales from \$10K to \$300K in one year
- For clients like American Express, MasterCard, CitiBank, and Sony, developed customer service affinity solutions for telemarketers
- Authored health-oriented content for The Vitamin Shoppe, including emails, web, direct mail, newsletters, press campaigns, regulatory statements, product packaging, retail collateral, executive correspondence, and more
- Contributed to the branding and marketing efforts of the Jacob Burns Film Center non-profit arthouse including creating content for mailers, social media campaigns, and in-house events
- Overhauled County of Hudson Free Summer Soccer Camp registration portal, developing improved registration and communication channels – registration campaign resulted in more than 100 area children gaining access to free professional soccer camp instruction every summer
- Redesigned and refined The Hoboken Shelter’s social media and marketing communication materials leading to significant increases in engagement – campaigns exceeded all department goals resulting in a 90-day fundraising total in excess of \$125K
- Proficient in WordPress, Canva, Slack, Google Workspace, Later, RunSignUp, Event Espresso, Blackboard, PayPal, Microsoft Office Suite, Vertical Response, MailChimp, Zoom, and ADP Payroll

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## EDUCATION & HONORS

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – SUMMA CUM LAUDE

Saint Peter’s University | Jersey City, NJ | May 2023

Dean’s List – 4.0 GPA – All Semesters | James Damiano Academic Excellence Award Winner | Highest GPA in School of Professional Studies Award  
New Jersey Collegiate Business Administration Honor Society – Awarded to the Top 1% of Business Students in the State of New Jersey

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## CURRENT CERTIFICATIONS

- National Association of Youth Sports – CYSA, Certified Youth Sports Administrator, 2024
- National Recreation & Parks Association - CPRP, Certified Parks & Recreation Professional, 2023
- National Recreation & Parks Association - CPRE, Certified Parks & Recreation Executive – Accepted Exam Candidate, 2024
- American Camp Association - Camp Director Certificate of Added Qualification, 2023
- New Jersey Department of Children and Families Mandated Reporting Training Course, 2024
- SafeServ Food Handling Certification, 2023
- HeadsTogether Concussion Certification, 2023
- SafeSport Abuse Reporting Certification, 2023
- Red Cross Adult and Pediatric CPR/First Aid/AED Certification, 2023
- American Heart Association Adult and CPR/First Aid/AED Certification, 2023
- City of Hoboken - Driving Background Check - Municipal Clearance, 2023
- City of Hoboken - Division of Personnel Background Check - Municipal Clearance, 2023