

# MILISSA HUDEPOHL

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## EVENT COORDINATOR – MARKETING PROJECT MANAGER

**Dynamic, resourceful and results-driven Event and Marketing Professional, passionate about crafting impactful experiences that generate sales and/or enhance brand visibility and community engagement.** Adept at managing event lifecycles from concept to completion, including budgeting, vendor negotiation, logistics and post-event analysis. Skilled in strengthening brand presence through creative content, data-driven marketing strategies, and on-site engagement. Recognized for exceptional organizational skills, stakeholder communication, and the ability to deliver seamless, memorable event experiences that align with business goals.

### Areas of Expertise

Event Coordination | Project Management | Client & Vendor Relations | Stakeholder Communication | Budget Management & Forecasting | Multi-Level Team Collaboration | Executive Assistance | Creative Direction | Logistics | Sponsorship & Promotion Management | Campaign Strategy & Insights | Process Optimization | Business & Marketing Analytics | Data Analysis & Performance Reporting | Technical & Professional Writing | Market Research | Data Visualization & Dashboard Creation | Data Interpretation | Reputation Management | Programmatic Media Buying | Content Marketing | Social Media Management | Digital Advertising | Copy Editing & Proofreading

Microsoft Office 360 | Power Bi | Excel | Tableau | SQL | Adobe Creative Suite | Canva | Sprinklr | Google Analytics | Meta Analytics Platforms | WordPress | HubSpot | MailChimp | Constant Contact | Hootsuite | Buffer | MediaMath | TradeDesk | Choozle | Woobox | ShortStack | HTML/CSS | PMBOK Guide | Thomson ONE | Lyris | Sitefinity | Jira

## PROFESSIONAL EXPERIENCE

### Marketing and Event Coordinator

*iGov Technologies | Tampa, FL | 2023 – Present*

- Spearheaded logistics for national and international conferences, serving as the primary liaison for vendors, stakeholders and executives.
- Led the strategic development and oversight of the annual marketing and event budget.
- Designed immersive booth and suite experiences to maximize engagement, including layout, product demos and branded materials.
- Authored and maintained comprehensive event documentation—from Concept of Operations to Lessons Learned—aligned with PMBOK standards.
- Planned and executed exclusive corporate events for up to 150 high-level attendees.
- Created engaging multimedia content for social media, website newsroom, and press releases to enhance brand visibility.
- Analyzed KPIs, online and off, and delivered actionable reporting to optimize ROI and inform future strategies.
- Supported ISO audit prep through meticulous documentation management
- Managed sponsorships with partners, and maintained inventory of promotional materials and branded apparel.

### Programmatic Media Analyst

*Corbus LLC | Cincinnati, OH | 2020 – 2021*

- Developed and presented bespoke performance dashboards for global P&G brands.
- Delivered strategic guidance on process efficiencies and cost-saving initiatives that drove campaign optimization.
- Created intuitive visualizations in Power BI, enhancing stakeholder understanding of campaign efficacy.
- Monitored and distilled industry trends to fuel innovation in internal best practices and strategic execution.
- Composed original thought leadership content on programmatic strategy for internal publication.
- Designed and authored professional training materials to upskill internal teams on media analysis and content management systems.

### Sprinklr Analyst

*Corbus LLC | Cincinnati, OH | 2020 – 2021*

- Served as the go-to Sprinklr platform expert for all P&G brand teams, delivering timely and tactical support.
- Built and customized sentiment analysis dashboards to inform PR strategy and guide responsive marketing initiatives.

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- Delivered real-time reports on campaign performance, unlocking insights that empowered brands to refine messaging and engagement.
- Administered platform access and training, guaranteeing seamless onboarding and compliance.
- Partnered on large-scale audits and optimized data architecture to streamline internal reporting.

## **Social Media Strategist**

*2060 Digital | Cincinnati, OH | 2016 – 2018*

- Managed social media channels for 12–15 local, regional and national clients, driving brand development.
- Developed strategic growth plans with a focus on brand development, traffic generation and lead conversion.
- Created and implemented monthly editorial calendars, which included user-generated, time-sensitive and evergreen content.
- Designed and managed social ad campaigns, leveraging optimized audience targeting for maximum effectiveness.
- Developed and interpreted social performance reports for clients, presenting them at regularly scheduled meetings.
- Developed and executed sweepstakes, wall contests and apps tailored to clients' goals, enhancing user engagement.
- Collaborated with the design team to develop landing pages, graphics and videos to enhance client campaigns.
- Optimized clients' online listings and reputation through Vendasta, guaranteeing consistent brand presence.
- Led Hubbard Radio's social media advertising efforts, creating and managing campaigns for their social advertisers.

## **Content Marketing and Social Media Consultant**

*Vanquish Corporation LLC | Charlotte, NC | 2015*

- Managed social media channels for a national e-commerce brand, focusing on brand development, traffic growth and lead conversion.
- Created and optimized both time-sensitive and evergreen social posts, actively engaging in trending social conversations.
- Developed and executed social ad campaigns tied to weekly product promotions, driving brand visibility and customer engagement.
- Managed the brand's editorial calendars, serving as the sole copy editor and fact checker for all written segments.
- Utilized WordPress to optimize written and visual material, creating SEO-friendly landing pages for products to enhance online visibility.
- Oversaw the brand ambassador dashboard, managing promotional social media posts and user-generated content such as product reviews and recipes.

## **Content Marketing and Social Media Consultant**

*Vaporwave LLC | Charlotte, NC | 2014 – 2015*

- Managed social media channels for two global B2C brands, driving brand development and traffic through both short- and long-term campaigns.
- Analyzed social performance and generated detailed weekly and monthly reports to inform strategy.
- Created and optimized time-sensitive and evergreen content for social platforms, participating in trending conversations.
- Spearheaded 20+ paid and unpaid influencer relationships to enhance brand reach and engagement.
- Served as the primary copy editor and fact checker for all written content, driving accuracy and alignment with brand voice.
- Developed a diverse range of content including articles, educational blog posts, press releases, quizzes and promotional copy.
- Produced and directed a biweekly financial news show, and spearheaded scriptwriting and selection of B-roll footage.
- Coordinated event logistics, created detailed itineraries and managed real-time social activity for photo shoots and trade shows.
- Oversaw vendor relations at trade shows to maintain smooth execution and brand visibility.

## **Financial Writer and Editorial Assistant**

*Schaeffer's Investment Research | Cincinnati, OH | 2013 – 2014*

- Spearheaded multiple content calendars and tracked audience metrics using Google Analytics and Lyris.
- Authored 5 daily blog posts and 1 weekly e-zine focused on stock options news and trends.

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- Researched, developed and formatted articles in HTML, publishing via Sitefinity platform.
- Created up to 15 daily visualizations (graphs and charts) using Thomson ONE for financial segments.
- Copy edited and fact-checked up to 8 blog posts daily, plus all email marketing efforts, maintaining high editorial standards.
- Managed and engaged with the firm's social media presence on Facebook and Twitter.

## Staff Writer

*Venue Media Group | Cincinnati, OH | 2012 – 2013*

- Wrote feature-length articles for a roster of 15–20 premier clients per issue in Venue Magazine, spotlighting innovation and excellence.
- Coordinated interviews, editorial photoshoots and design workflows to maintain polished, publication-ready spreads.
- Crafted proposals and publisher's letters, plus nomination letters for Venue Magazine's award ceremonies
- Contributed to sister publication LEAD Cincinnati, broadening audience reach and editorial prestige.

## ADDITIONAL CAREER SUCCESS

**Editorial Intern** | CityBeat – Cincinnati, OH

**Social Media Intern** | Impulcity – Cincinnati, OH

**Social Media Director & Copy Editor** | Southeast Ohio Magazine – Ohio University

**Research Assistant** | Department of Sociology & Anthropology – Ohio University

**Staff Writer** | Perspectives Magazine – Ohio University

**Junior Staff Writer** | Seahawk Newspaper – University of North Carolina Wilmington

**Business Analytics Science Certification** | Specializations in SQL and Tableau | University of South Florida

**Certified Associate in Project Management (CAPM)** | Project Management Institute

**Microsoft Power BI Training Course** | Udemy

**Microsoft Excel Training Course** | Udemy

**Programmatic Media Training Course** | Udemy

**Edge Academy Programmatic Certification** | The Trade Desk

**Blueprint Live Advertising Workshop** | Facebook, Chicago, IL

**Email Marketing Certification** | Market Motive

**Search Engine Optimization Certification** | Market Motive

**Search Engine Optimization Training Course** | Girl Develop It

**HTML/CSS Training Course** | Girl Develop It

**JavaScript Training Course** | Girl Develop It

## EDUCATION

### **University of South Florida | Tampa, FL**

Bachelor of Arts in Creative Writing, Minor in Technical Writing | GPA 4.0

### **Ohio University | Athens, OH**

Bachelor of Science in Journalism | Bachelor of Science in Psychology | GPA 3.67

- Golden Key International Honor Society

### **University of North Carolina Wilmington | Wilmington, NC**

Pursued Bachelor of Arts in Communication Studies, Minors in Journalism and Psychology | GPA 3.79

- Chancellor's Achievement Award