

MELISSA CROWLEY

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WORK EXPERIENCE

The HOTH White Label SEO Services, Saint Petersburg, Florida

SEO Strategist / Technical & Professional Writer & Editor Apr 2017 – Present

- Participate in the development of the online marketing strategy of clients.
- Create written/ "ghostwritten" content for clients, including marketing materials, manuals, policy & procedures, handbooks, digital content, blogs, articles, and website content.
- Work with marketing team to advance content across multiple channels, drive consumer traffic, and increase conversion rates.
- Create fully optimized SEO content for client websites, blogs, articles, and social media.
- Perform various roles within the company, including: Writer, Editor, Onpage SEO Reports, Web Copy, Quality Control, Press Releases & Special Projects for VIP Clients.

Christ Church Fairfield / Fairfield Community of Hope City of Fairfield, Fairfield, Alabama

Community Organizer and Youth Programs Administrator, Executive Director for Fairfield Community of Hope Dec 2014 – Feb 2017

- Provide direct service and support to individuals or clients, such as handling a referral for child advocacy issues, conducting a needs evaluation, or resolving complaints.
- Establish and maintain relationships with other agencies and organizations in community to meet community needs and to ensure that services are not duplicated.
- Develop sustainability project goals, objectives, initiatives, or strategies in collaboration with other sustainability professionals.
- Identify or procure needed resources to implement sustainability programs or projects.
- Write grant applications, rebate applications, or project proposals to secure funding for sustainability.
- Establish, coordinate, and oversee community programs, including day camps, scholarship programs, summer feeding program, events, educational/volunteer opportunities, and partnerships to facilitate improved outcomes in at-risk youth in a community ranked #2 in state crime, with 108% crime rating and a 56% high school graduate rate.
- Worked with community redevelopment teams, including City Harvest, Team Nehemiah, city officials & Habitat for Humanity to provide high quality, low-income housing opportunities.
- Serve as a liaison for community & government organizations and programs to help connect community members with appropriate resources.
- Create policies and procedures for youth & young adult programs & rewrite outdated policies for community programs.

Eastern Band of Cherokee Indians School System, Cherokee Reservation, NC

Lead Teacher, Aug 2014 – 2015

- Develop curriculum and lesson plans for students individually and in groups, adapting teaching methods to meet students' varying needs and interests.
- Observe and evaluate children's performance, behavior, social development, and physical health.
- Provide a variety of materials and resources for children to explore, manipulate, and use, both in learning activities and in imaginative play.
- Establish clear objectives for all lessons, units, and projects, and communicate those objectives to children, maintaining adherence to Common Core standards.
- Responsible for maintaining classroom management and organization that engages and benefits students individually and as a group.

Freelance Positions:

- Dance Instructor for Andrews Dance Project, students ages 5-18
- Contributing writer for Asheville Citizen Times, work also appeared in USA Today

Joseph Bruno Montessori Academy, Birmingham, Alabama

Kindergarten Teacher, Jul 2007 – 2012

- Observe and evaluate children's performance, behavior, social development, and physical health.
- Teacher Intern Supervisor and promoted to Head of Department, oversaw program curriculum, student records, maintenance, and teacher compliance within department, and served on the SAKS Accreditation Board
- Prepare materials, classrooms, lesson plans, student records, and classroom blog
- Plan and conduct activities for a balanced program of instruction, demonstration, and work time that provides students with opportunities to observe, question, and investigate.
- Maintain accurate and complete student records as required by laws, district policies, and administrative regulations.

Irondale Chamber of Commerce, Irondale, Alabama

Executive Director of Nonprofit, Mar 2013 – 2014

- Maintain assigned account bases while developing new accounts.
- Design and implement efforts to publicize events and promote sponsorships.
- Arrange public appearances, lectures, contests, or exhibits for clients to increase product or service awareness or to promote goodwill.
- Consult with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.
- Boosted membership sales by over 100% and social media engagement by over 300%.
- Wrote grants for the career development of minority groups in the community, as well as grants establishing new career preparedness programs for youth.
- Served as an advocate for Autism AwarenessDay, wrote proclamation declaration to be signed by the Mayor, and organized all details, events, sponsors, and media appearances for Irondale's Light it Up Blue Festival.
- Wrote marketing materials, ad packages, website content, organizational policy, newsletters and job / board descriptions.

Alabama Youth Home, Wilsonville, Alabama

Program Assistant, Jun 2003 – Aug 2005

- Provide information or refer individuals to public or private agencies or community services for assistance.

- Serve as liaisons between students, homes, schools, family services, child guidance clinics, courts, protective services, doctors, and other contacts, to help children who face problems such as disabilities, abuse, or poverty.
- Lead group counseling sessions that provide support in areas such as grief, stress, or chemical dependency.
- Performed research for special projects, wrote reports and developed presentations for stakeholders, partners and staff members.
- Served as Title I Representative
- Co-led Fundraising and Sponsorship efforts & events

EDUCATION

Homewood High School, Homewood, Alabama

High School Diploma, May 1996

Belmont University, Nashville, Tennessee

Masters of Arts in Teaching, Jun 2007 - Dec 2009

- Concentration of Studies: Early Childhood Education
- Member: Kappa Delta Pi National Honor Society, Chapter of Education, Graduate Studies
- GPA: 3.95

University of Alabama at Birmingham, Birmingham, Alabama

Bachelor of Science, May 2003

- Concentration of Studies: Justice Sciences / English
- Member of Creative Writing Guild
- Awarded Sophomore Year Double Internship in Juvenile Justice at Birmingham Family Court

Belmont University, Nashville, Tennessee

Montessori Teacher Training, Jun 2007 - Jul 2009

Peabody College of Education at Vanderbilt, Nashville, Tennessee

Conditions of Learning / COMP Certification, Jul 2009