

MELISSA MOTT

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OBJECTIVE To work in a dynamic environment as a marketer and writer.

TOOLS & EXPERTISE | Content management, social media copywriting and marketing, public relations, search engine optimization, WordPress, HTML, CSS & JavaScript, Microsoft Word, Microsoft Excel, Microsoft Publisher, Adobe Photoshop, Hubspot

EXPERIENCE |

Director of Social Media **Make It Pop Advertising** Atlantic City, NJ May 2016- PRESENT

- Manages Twitter, Facebook, Pinterest, and Instagram pages for multiple clients on a daily basis
- Creates and measures paid advertisement campaigns through Facebook, Instagram, Twitter, and Google Adwords
- Creates monthly marketing reports to show each client insights and success of marketing campaigns
- Coordinates and manages email marketing campaigns through Hubspot, MailChimp, and Constant Contact
- Acts as Account Coordinator, corresponding directly with clients and developing weekly/monthly schedules for content
- Works on strict timelines and executes quickly on last-minute projects

Digital Marketing Manager **Kensington Furniture** Northfield, NJ MAY 2015-MAY 2016

- Manages Twitter, Facebook, Pinterest, and Instagram pages and provides promotional content, photography. Creates and measures paid ad campaigns
- Manages social media accounts with Hubspot and uses analytics to measure traffic. Posts to external [blog](#) to generate interests and sales
- Maintains positive relationship with the Community FoodBank of NJ by creating and executing special events to benefit the community as part of branding strategy
- Acts as assistant buyer and store stylist to ensure consistent branding online and in-store
 - Maintains positive relationships with vendor representatives
- Works with merchandiser to guarantee pricing, product info, and photography is accurate and of high-quality

EDUCATION |

Stockton University Galloway, NJ MAY 2015

BACHELOR OF ARTS MAJOR: LITERATURE MINOR: WRITING GPA: 3.82

Golden Key International Honour Society inductee; ranked within top 15% of class

Relevant Coursework: Digital Writing, Multimedia Writing

County College of Morris Randolph, NJ MAY 2013

ASSOCIATE OF SCIENCE MAJOR: HUMANITIES & SOCIAL SCIENCES GPA: 3.65