

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, Drupal, Shopify, HTML & CSS, Microsoft Office, Adobe Photoshop, Hubspot, Asana, Jira, SharePoint

EXPERIENCE

Copywriter **Spencer Gifts & Spirit Halloween** Egg Harbor Township, NJ Nov. 2017-PRESENT

- Writes subject line, headline, and body copy for daily customer-facing emails that are sent to over 7 million subscribers for [Spencer's](#) and [Spirit Halloween](#)
- Writes copy for store signage, packaging, product copy, and all other digital assets for eCommerce website
- Works closely with creative and merchandising teams to ensure quality final product
- Manages [Spencer's](#) and [Spirit Halloween](#) blog calendars and ensures posts are written, reviewed, edited, and posted according to schedule
- Writes creative blog articles that are SEO-enriched to contribute to organic traffic and sales
- Writes SEO category content for websites to increase organic traffic
- Delegates work to summer interns
- Proofreads email and homepage layouts for errors in grammar or promotional misinformation, preventing any mistakes from deploying
- Writes paid social media advertisement copy for Facebook and Instagram and optimizes for conversion
- Reacts quickly and efficiently to last-minute projects

Director of Social Media **Make It Pop Advertising** Atlantic City, NJ May 2016- November 2017

- Managed Twitter, Facebook, Pinterest, and Instagram pages for multiple clients on a daily basis
- Wrote individualized and creative copy for social media, eBlasts, digital advertisements, posters, billboards, and more
- Created and measured paid advertisement campaigns through Facebook, Instagram, Twitter, Pinterest, and Google AdWords
- Created detailed monthly marketing reports to show each client insights and success of marketing campaigns
- Coordinated and managed email marketing campaigns through MailChimp and Constant Contact
- Acted as Account Coordinator and corresponded directly with clients daily
 - Managed production of projects through Asana and developed weekly and/or monthly schedules for content
- Worked on strict timelines and executed quickly on last-minute projects

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

- Managed Twitter, Facebook, Pinterest, and Instagram pages and provided promotional content, photography. Created and measured paid ad campaigns
- Managed social media accounts with Hubspot and used analytics to measure traffic. Posted to external blog to generate interest and sales
- Maintained positive relationship with the Community FoodBank of NJ by creating and executing special events to benefit the community as part of branding strategy
- Acted as assistant buyer and store stylist to ensure consistent branding online and in-store
 - Maintained positive relationships with vendor representatives
- Worked with merchandiser to guarantee pricing, product info, and photography was 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