



MELISSA MATHERNE

DIGITAL BRAND SPECIALIST



EMAIL

MELISSACMATHERNE@GMAIL.COM



WEBSITE

MELISSAMATHERNE.COM

PROFESSIONAL STRENGTHS

- Brand Creation & Reinvention
- Contract Negotiations
- Copy writing & Storyboarding
- Events Management
- Creative Team Management
- Database Management
- Experiential Marketing
- Ideation
- Logistic Oversight
- Media Relations
- Messaging & Branding Consistency
- Project Management
- Strategic Planning
- Time line & Budget Projection
- Visual Communications

DIGITAL SKILLS

- Adobe Creative Suite
- Convio
- Cvent
- Google Analytic Tools
- Hootsuite
- Microsoft Office Suite
- Planoly
- Raiser's Edge
- Slack
- SquareSpace
- Survey Monkey
- Trello
- WordPress

With over 15 years of experience working with demanding clients, tight deadlines and large, complex projects, I have been able to take products and services to new professional and successful levels by developing consumer-driven and effective campaigns that improve the business bottom line and propel company offerings to the top.

I am known as an ambitious self-starter who thrives in fast-paced environments and believes that a collaborative approach is the key differentiator for any successful company. I'm a disciplined marketer who understands the power of building brand equity and developing programs that resonate with audiences. My passion is to deliver innovative creative solutions that are impactful, strategically grounded, and insight-driven.

WORK EXPERIENCE

FREELANCE CONSULTANT

BETTER THAN GOOD 2016 - PRESENT

CLIENTS: Waterloo Sparkling Water, Lydian Dental, Vuka Collective, EventSpace, Brand Besties, Buddy Love

- Conducted consumer research and development to create brand identity & brand standards
- Provided product marketing expertise and brand management to develop clients' digital marketing strategies
- Managed all Waterloo Sparkling Water's digital platforms; results included increase of 10,000+ likes on Facebook page, 12,000+ followers on Instagram, and 300+ new followers on Twitter over the course of six months— on trend to quadruple engagement by the end of 2019
- Analyzed performance of clients marketing programs to identify the best opportunities for optimization
- Oversaw production of clients' copy and graphics to ensure total alignment with brand strategy and maximize effectiveness of digital media efforts
- Provided creative leadership, idea generation, copy writing, planning, brand development, event production, and shoot photography supervision for client's brand activations
- Successfully trained and lead brand ambassador client programs and B2B initiatives for continued market support
- Consistently led communication and presentation efforts through strong project management that prioritized client's strategic goals
- Worked with C-level stakeholders to develop marketing initiatives to increase sales and brand awareness
- Created and supervised production of printed materials in support of product awareness, brand identity and sales
- Represented multiple clients at off-site advertising production locations
- Developed brand strategies for clients' launch events

FOR FULL RESUME VISIT | MELISSAMATHERNE.COM



MELISSA MATHERNE

SUMMARY OF SKILLS

- Unicorn Wrangler
- Matchmaker
- Bard
- Cat Wrangler
- Hat Model
- IT (when I need to be)
- Juggler
- Low Boiling Point
- Magician
- Mind Reader
- Social Media Maven
- Therapist

EDUCATION

Louisiana State University
Bachelor of Arts & Science
(2000-2004)

REFERENCES

** Available upon request

WORK HISTORY

CREATIVE DIRECTOR

RAINFOREST PARTNERSHIP 2014 - 2016

- Responsible for executing international events including venue research, contract negotiation, food and beverage selection, audiovisual, signage, entertainment, décor, transportation, delegate registration, speaker communications, and sponsorship program fulfillment
- Managed all social media platforms; results include increase of 1,000 likes on Facebook page over the course of one year, 1,500 followers on Instagram over the course of one year, and 1,000 new followers on Twitter course of one year
- Increased main website Alexa score from 6,154,889 to 1,295,381 in four months through Google Adwords and promoted keywords, and on target to reach the upper 100,000s by the end of 2016
- Increased targeted "Paid Traffic" to site by 46%, and on track to increase direct targeted website users by 75% by the end of 2016
- Increased email open rates by 23% with an average open rate of 36%
- Wrote creative briefs for merchandising and advertising including press releases and content for websites, print and other media
- Created traditional and digital marketing campaigns
- Initiated and led organizational rebrand to include the first organizational Brand Guidelines
- Built WorldRainforestDay.com, maintained FilmsfortheForest.org, and Rainforest Partnership.org, and collaborated on RainforestListening.com
- Recruited international design talent and successfully built a team of freelance contributing designers, writers, and artists growing from 2 to 12, while cultivating an environment of mentoring and support
- Consistently led organizations communication and presentation efforts that facilitated strong partnership's with organizations like: Flash Tattoos, Holy Kombucha, SXSW, C3 Presents, The United Nations and Beach Road Designs

MANAGING PARTNER

CITIZEN GENERATION 2013 - 2014

DEVELOPMENT DIRECTOR

SPECIAL OLYMPICS TEXAS 2011 - 2013

DIRECTOR OF MARKETING & SPECIAL EVENTS

ALLIANCE SAFETY COUNCIL 2008 - 2011

CORPORATE EVENT PROJECT MANAGER

CARTER COMPANIES 2007 - 2008

SALES & MARKETING MANAGER

EAST BATON ROUGE COUNCIL ON AGING 2006 - 2007

SALES MANAGER

INREGISTER MAGAZINE 2004 - 2007

HONORS

- Balance/ Unbalance International Conference Speaker
- Cannes Lions International Creativity Festival Speaker/ Fast Company Magazine
- The Rescuers Group: Your Professionals serving Austin Pet's Alive (Founding Member)
- Booster Club Member: Long Center for the Performing Art
- Young Professionals of the LSU Museum of Art (Founding Board Member)
- Sales & Marketing Executives of Greater Baton Rouge: Board Member (2006 - 2008)