

MELANIE BOTT

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Motivated professional and problem solver with a background in management, marketing and web development. Experienced with analytic thinking, project management, problem solving, strong team skills, and excellent verbal and written communication.

EXPERIENCE

JUNE 2013 – PRESENT

MARKETING DIRECTOR/HOSPITAL ADMIN, MOUNTAIN WEST ANIMAL HOSPITAL

Took the hospital from paper to online in the first year. Designed and built the marketing campaign and brand. Managed the front and back office. Assisted veterinarian in all duties, including surgical procedures. Grew image in the city and county.

JULY 2016 – PRESENT

EXECUTIVE DIRECTOR, SPRINGVILLE-MAPLETON CHAMBER OF COMMERCE

I started in 2016 as a volunteer. In 2017 the board created a position for me to be a part of the board. I was elected to President Elect in 2018 and have been the current president since 2019. As of April 2020, I was hired on as the part-time Executive Director. I am responsible for maintaining communication between member businesses, the city, and leading an executive board.

EDUCATION

FEBRUARY 2020 - PRESENT

FULL STACK FLEX DEVELOPER, UNIVERSITY OF UTAH PROFESSIONAL EDUCATION

It's okay to brag about your GPA, awards, and honors. Feel free to summarize your coursework too.

DECEMBER 2019

MASTER'S IN STRATEGIC COMMUNICATION, WASHINGTON STATE UNIVERSITY

I graduated with a 3.77 GPA, excelling in Multimedia Content Creation, Crisis Communication, Creative Media Strategies, Persuasion Professional Communicators, Professional Digital Content Promotion, Ethics for Professionals, Marketing Communication Management and Campaigns and Health Communication in Digital Landscape. I am currently enrolled to receive a Graduate Certificate in Health Communication and Promotion.

SKILLS

- Crisis Communication
- Marketing & Web Design

- Canva and Blackboard
- Wordpress, Wix, Adobe, Canvas
- HTML, CSS, JavaScript, AJAX, JSON, MySQL
- Project Management

ACTIVITIES

I am an experienced Marketing Director with ten years of experience in branding and marketing businesses. I have a passion for building brand recognition and business marketing. I run an animal hospital in Springville where I have run the front and back office since 2013. Through my marketing skills I have created a strong brand and prominent recognition in the community. We have received 1st place as Best Veterinary Clinic throughout Utah County 8 years in a row. With the branding and community involvement I helped increase the hospital sales from less than 250,00 annually to over \$1,000,000 each year within the first few years, with continual increase. I continue to improve my skills and abilities through education. I am a recent graduate from Washington State University where I earned my master's degree in Strategic Communication. I am currently enrolled in a Full Stack Flex program through the University of Utah to gain knowledge and skills to become a full web developer and software engineer. I have a passion for gaining the best skills possible in anything I do. As I learn I use my knowledge to teach others and help them build on their skills and abilities. I have volunteered in the community throughout my lifetime and wherever I lived to help where I could, to improve the area for others. I have served on many state and local boards. Many being school board committees; several times on the PTA (Parent Teacher Associations) executive boards where I held many positions and led many teams, as well as School Community Councils. I am currently serving on the executive board of the Springville-Mapleton Chamber of Commerce as President. I was recently hired as their part-time Executive Director. I use the knowledge and skills I learn to teach others and help them advance. Skills that I have gained include CSS (Cascading Style Sheets), JavaScript, PHP, JQuery, Web Development, HTML5, HTML, MySQL, WordPress, Bootstrap, Express.js, React.js, Node.js, MongoDB, Git, Database Theory, and Heroku.