

Melissa Pastore

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TECHNICAL SKILLS

Proficient: JavaScript, Node.js, Express, Sequelize, PostgreSQL, React, React Native, Redux, HTML, CSS
Knowledgeable: Watson Assistant, Mocha, Chai, SQL, Google Analytics, Webpack, Material UI
Some Experience: Ruby, Travis CI, Heroku

PROJECTS

GOOD CITIZEN ASSISTANT - Developer - January 2021

<https://github.com/MelissaPastore/goodcitizen> | <https://goodcitizenassistant.herokuapp.com/>

- + Developed a web application that helps people find information about their elected officials
- + Utilized technologies and frameworks including JavaScript, React, Redux, Node.js, IBM's Watson Assistant, the Propublica Congress API and the Google Civic Information API

VITAMON - Co-Developer - January 2021- February 2021

<https://github.com/Vitamon-App/vitamon-frontend>

- + Collaborated with a team of three other developers to create a mobile goal tracking application
- + Designed and implemented the entire goal tracking functionality across the full stack using Javascript, Node.js, Express, React Native, Redux, Expo, PostgreSQL and Sequelize

EDUCATION

FULLSTACK ACADEMY

- + Web Development Fellowship, a partnership with the New York City Tech Talent Pipeline

SYRACUSE UNIVERSITY - S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

- + B.A. in Broadcast Journalism and Policy Studies | Graduated Magna Cum Laude

EMPLOYMENT

Feb. 2021-
May 2021

FULLSTACK ACADEMY

NEW YORK, NY

SOFTWARE ENGINEERING TEACHING FELLOW

- + Provided ongoing mentoring and support to students through small group meetings and office hours
- + Assisted students with debugging support during workshops and projects
- + Graded, reviewed and provided constructive feedback on students' code

Oct. 2018 -
June 2020

ICONIX BRAND GROUP

NEW YORK, NY

DIRECTOR OF PUBLIC RELATIONS

- + Led public relations and communications efforts across a portfolio of more than 20 brands including Danskin, Umbro and London Fog
- + Worked directly with the CEO on corporate communications, media training and messaging
- + Developed and executed integrated communications strategies that drove sales for key launches including the Jenna Dewan x Danskin collection, which garnered more than 500 million media impressions and led to record-breaking traffic on Danskin.com

Feb. 2016-
Oct. 2018

LACOSTE

NEW YORK, NY

SENIOR MANAGER, PUBLIC RELATIONS / HEAD OF PUBLIC RELATIONS

- + Reported directly to the CEO during the first year to improve and execute a U.S. public relations strategy that increased impressions and PR value by more than 200%
- + Headed public relations and communications efforts for major collaborations and sponsorships including LACOSTE x Supreme, Save Our Species and The Miami Open tennis tournament
- + Secured business and brand feature stories in outlets such as The New York Times, WWD, Adweek and Fortune

June 2006-
Jan. 2016

SWAROVSKI NORTH AMERICA

NEW YORK, NY

PUBLIC RELATIONS ASSISTANT TO PUBLIC RELATIONS MANAGER

- + Produced and executed U.S. media outreach strategy that generated more than 100 million media impressions in top-tier publications annually
- + Introduced an integrated influencer strategy to help accelerate awareness and consideration among younger consumers