

JEWEL MELVIN

• Greater Seattle Area • [linkedin.com/in/jewelmelvin](https://www.linkedin.com/in/jewelmelvin) • Relocatable •

EDUCATION

Cornell University

Ithaca, NY

Bachelor of Science in Communication, Business Concentration, 2015; Cumulative GPA 3.918, magna cum laude.

- **Awards:** Dean's List (2013, 2014, 2015), National Society of Collegiate Scholars, Delta Alpha Pi

Tacoma Community College

Tacoma, WA

Associate of Science, 2012; Cumulative GPA 3.58, cum laude.

- **Awards:** All-USA Academic Team Member—National Honor Awarded by State Governor (2011), Outstanding Student Award (2010, 2011), Keynote Speaker Tacoma Wine Classic – Raised \$100,000 for Foundation Scholarships (2011), President's Volunteer Service Award—Awarded for volunteering 900 hours with AmeriCorps (2009, 2010, 2011, 2012)

MANAGEMENT EXPERIENCE

Political Marketing Campaign Manager

Reno, NV

Tom Heck for U.S. Senate

April 2016-June 2016

- Developed advertising campaign strategies, social media (Twitter, Facebook), website content, blogs, podcasts, budget
- Interviewed with TV and radio, advocated at political events, gave presentations

AmeriCorps

Tacoma, WA

Program Coordinator

September 2009-June 2010

- 50% increase in membership recruitment and retention via strategic marketing and community outreach
- Managed program, members, marketing plan, community outreach, public speaking, public relations, events, nonprofit procurement
- Won Award in 2010 for achievements in membership recruitment, retention, management, marketing, and nonprofit procurement

Victoria's Secret

Tacoma, WA

Credit Sales Lead

March 2007-January 2008

- Closed greatest number of Angel Credit Cards by averaging 5 sales per day, exceeding daily quota by over 300%
- Credit Sales Lead of the Month Award recipient for 8 consecutive months
- Trained new hires in protocol and selling techniques

PROFESSIONAL EXPERIENCE

Consultant

Seattle, WA

Draco Aerosystems

April 2016-Present

- Transcribed aerospace meetings and terminology

Cornell University, Sustainability Office

Ithaca, NY

Communication and Engagement Staff

January 2015-May 2015

- 66% increase in participation for a major event (SpringFest) as compared to previous years via marketing and PR campaigns
- Composed blogs, news articles, and press releases that were published on university's website and media channels
- Coordinated marketing communications through social media such as Facebook, Twitter, Instagram, and Pinterest
- Executed brand strategy by expanding communication channels and planning campus events
- Leveraged key performance metrics based on website traffic analytics from Facebook, Google, and Hootsuite to ensure Search Engine Optimization (SEO) and peak end-user experience

COTY (October 2011-January 2013), **Grace Beauty** (November 2009-January 2013), **Chanel** (September 2008-May 2010),

Liz Claiborne (October 2007-July 2009), **Luxcon Group** (September 2007-July 2009)

Fragrance Vendor

Seattle, WA

- Achieved status of number one in sales in the nation for Pink Sugar fragrances (Luxcon Group)
- Consistently exceeded sales goal of \$100 per hour in inventory movement via effective sales strategies
- Directed fragrance marketing through store events, product displays, and visual merchandising
- Represented company in-store and at special events such as Macy's and Nordstrom's Fragrance Festivals

Benefit Cosmetics

Seattle, WA

Makeup Artist

August 2011-December 2012

- Consistently exceeded sales quota of \$100 per hour in inventory movement through effective sales strategies
- Executed go-to-market strategy by traveling to Macy's and Sephora in Western Washington as a brand representative

SKILLS

Language: Professional working proficiency in Spanish. Lived in Spain and Peru.

Technical: Microsoft Office, HTML, CSS, Photoshop, WordPress, Photography, Social Media, Search Engine Optimization (SEO), Google Analytics, Excel, Hootsuite, Outlook, Operations Management, Project Management, Recruitment, Excellent Written and Oral Communication Skills, Customer Service, Event Planning, Inventory Management, Research, Audio and Video Editing

Soft Skills: Results Oriented, Fast Learning, Team Leader, Team Player, Detail Oriented, Thrives on Challenges, Creative, Adaptable