

MELANIE BRISTER

COMMUNICATIONS & MARKETING SPECIALIST

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resume

PROFILE

Passionate marketing and communications professional committed to serving others with excellence. Thoughtfully applies strategy-based knowledge and thrives in organizations dedicated to making a difference.

WORK EXPERIENCE

Communications & Marketing Consultant

Self-Employed / 2019 - Present

Worked with clients to build and execute communication plans and products, including social media integration and management, web copy, script writing, and overall branding guidance. Primary clients included the Love to Sew Podcast, and local realtor, Julia Johnson. Notable achievements include:

- Creating innovative social media content, and helping grow the podcast's Instagram following to over 67,000 followers.
- Writing and implementing Love to Sew's Anti-Racism Communications Plan, as per their desired objectives and business values.
- Grew engagement on Patreon by over 200%, and more than doubled revenue on Patreon over 1 year working with the Love to Sew Podcast.
- Writing show scripts and web copy for over 70 podcast episodes.
- Assisting realtor client in being awarded the Top 20 Nova Scotia Real Estate Agents on Social Media by providing social media guidance and expertise.

Client Experience Manager

Over The Edge Global / 2017-2019

Provided exceptional customer service and event project management for clients including Make-A-Wish Canada, Special Olympics, YWCA, National Kidney Foundation and many others. Duties included implementing best practices in fundraising, marketing, and event planning.

- Met or exceeded client satisfaction by over 90% while helping non-profit clients raise hundreds of thousands of dollars for their causes.
- Coached over 100 clients to reach their desired objectives by following best practices, meeting established timelines, and executing preparatory tasks leading up to event day.
- Implemented and led the Local Event Coordinator program, which included hiring, training, and managing over 30 Local Event Coordinators.
- Organized the overhaul of client communication resources, and led and implemented new communication processes, including the 'Struggling Client Action Plan' and an educational video series.

EDUCATION

Master of Public Relations

Mount Saint Vincent University

2015-2016 GPA 4.1

Bachelor of Public Relations

Mount Saint Vincent University

2009-2013 GPA 4.0

AWARDS

Senate Award of Distinction (2016)

Awarded at MPR graduation for highest aggregate and distinction.

Harvella Endowed Scholar (2015)

Awarded in the Master of PR program for demonstrating outstanding academic excellence.

Kappa Gamma Pi Award (2013)

Awarded at the Bachelor of Public Relations graduation for dedication to community and learning.

Millenium Scholarship (2009)

Awarded by the Canada Millenium Scholarship Foundation based on leadership, innovation, and community service (\$20,000).

PROFESSIONAL SKILLS

- Communication planning and strategies
- Social media management + content creation
- Writing copy, reports, and briefs
- Project management
- Event management
- Research
- Media relations

TECHNICAL SKILLS

- Microsoft Office
- Adobe Creative Cloud
- WordPress
- Sharepoint
- Squarespace
- Libsyn, Audacity
- Basic HTML
- Salesforce

STRENGTHS

- Great communicator
- Strong writer
- Passionate and highly motivated
- Organized and loves planning
- Dedicated to service, diversity, and the common good

EXPERIENCE CONTINUED

Facility Rentals Coordinator

Canadian Museum of Immigration at Pier 21 / 2011 & 2016

Worked with the Facility Rentals Team to help successfully manage museum events. I directly met the needs of clients by understanding their needs in advance, and effectively coordinating with museum staff, audio-visual engineers, building staff, and on-site catering.

- Coordinated over 200 successful events that directly met the needs of clients.
- Worked with potential clients to create and develop a plan for their event day, providing various options and solutions to meet their needs.
- Organized event details with clients in advance, along with following up for post-event feedback.
- Assisted in the direction and implementation of marketing products, including marketing packages and website design.

Research Assistant

Mount Saint Vincent University / 2015-2016

Provided research support on three separate research projects in different MSVU departments, including work led by Dr. Amy Thurlow and Dr. Alla Kushnirk (Public Relations), Dr. Meredith Ralston (Women and Gender Studies), and Dr. Angie Birt (Psychology). In these positions, I completed the following:

- Assisted in literature review collection and writing.
- Coding of data and findings.
- Organizing of information, and preparing projects for presentation.

Interim Project Coordinator

Canadian Mental Health Association NS / 2012-2013

Worked with the Socially and Emotionally Aware Kids (SEAK) Project Manager to assist in rolling out its educational program, in collaboration with Dalhousie University and the Public Health Agency of Canada. This position started as a Communications Officer position, and I was later promoted to the Project Coordinator position.

- Coordinated communication between partners to ensure project objectives were achieved.
- Produced briefing documents, fact sheets, backgrounders, news releases, letter to the editor, grant proposals, and op-ed pieces on behalf of the organization.
- Provided public relations expertise and communications plans to various projects within the Canadian Mental Health Association - Nova Scotia Division.
- Represented the organization as a spokesperson on CTV Morning Live, at the Cape Breton Mental Health Awareness Night, and at the Communities Addressing Suicide Together Conference, among others.

REFERENCES

Available upon request.