

# Melanie Ranes

<https://melanieranes.github.io/>

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## SUMMARY OF QUALIFICATIONS

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- Ability to execute and balance multiple deliverables during high season fundraising campaign times.
- Bachelor's level training in business marketing with a focus on digital marketing.
- Experience in composing and executing professional internal and external communication materials.
- Social asset creation in Photoshop and Canva, and content management platform experience through Hootsuite.
- Proficiency in Microsoft Word, Outlook, PowerPoint, Excel, in addition to basic SQL and HTML skills.

## EDUCATION

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### Bachelor of Science in Marketing

Portland State University, Portland OR

Graduated: June 2019

## PROFESSIONAL EXPERIENCE

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### Online Marketing & Communications Associate

Friends of the Children – Portland, OR

June 2018 - July 2019

- Google Ads campaign creation, SEO analysis and modification to improve webpage rankings on the SERP.
- Created fundraising auction materials and social assets by utilizing Publisher and Photoshop and produced email drip campaigns and newsletters through MailChimp.
- Advertised events and more through social channels to boost exposure, followers and engagement.
- Supported and assisted Marketing Strategist with various digital marketing and fundraising projects as needed.
- Forged cross-functional relationships between teams to accomplish social goals at events and more.
- Increased Twitter engagement by 337%; LinkedIn impressions and engagement by 300%, respectively; Google Ads clicks and CTR by 478% and 194%, respectively; Facebook engagement by 394%; and Instagram followers by 168%.

### Marketing Strategy Consultant – Senior Capstone

PSU – Portland, OR

Jan 2019 - June 2019

- Analyzed and conducted market research for local small businesses and Nordstrom through PSU's Business Outreach Program.
- Proposed growth and marketing strategy recommendations with a focus on website UX and digital marketing.

### Marketing Consultant

SolluCIO Partners – Seattle, WA

Jan 2019 - March 2019

- Created client-facing Keynote and PowerPoint presentations and original digital assets in line with brand image.
- Advised leadership through market research to optimize online marketing to effectively reach clients/leads.

### Emerging Leader

Emerging Leaders PDX – Portland, OR

May 2018 - Sep 2018

- Selected from over 1,000 student applicants for <50 slots. Was awarded a summer internship opportunity – at Friends of the Children - Portland – along with additional professional mentoring from Portland business leaders.

### Rose City Sister Blogger

Rose City Sisters – Portland, OR

Jan 2017 – Feb 2018

- Co-ran social media blog to feature/promote fashion and local businesses, B2B.
- Represented Portland Fashion & Style Awards at fashion shows.
- Collaborated with makeup artists and photographers for portfolio developments.

## ACTIVITIES

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- The Dean's Student Circle - Portland State University: The School of Business Oct 2018 - April 2019
- Division 1 Cheerleader - Oregon State University Cheer & Dance Team April 2014 - Jan 2015
- Oregon Humane Society: Cattery Volunteer Nov 2015 – Feb 2016
- Mini Beavs Assistant Coach – Oregon State University Youth Cheerleading Sept 2014 – Nov 2014
- Team Captain/Youth coach - Sunset HS Varsity April 2013 - June 2014