

Melanie Ranes

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

Relocating to Seattle, WA

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SUMMARY OF QUALIFICATIONS

- Experience in Google Ads (#1 in class competition), email newsletters, social media calendar building and evaluation.
- Bachelor's level training in business ethics, marketing strategy, and consumer satisfaction with a digital marketing focus.
- B2C/B2B experience through blogging, digital marketing consulting, and current employment at a nationally known nonprofit.
- Social asset creation in Photoshop and Canva, and content management platform experience through Hootsuite.

EDUCATION

Bachelor of Science in Marketing

Portland State University, Portland OR

Expected Graduation: June 2019

PROFESSIONAL EXPERIENCE

Online Marketing & Communications Associate

June 2018 - Present

Friends of the Children – Portland, OR

- Google Ads campaign creation, SEO analysis and modification to improve webpage rankings on the SERP.
- Create fundraising auction materials and social assets by utilizing Publisher and Photoshop and produce email drip campaigns and newsletters through MailChimp.
- Forge 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%.

Strategy Consultant – Senior Capstone

Jan 2019 - March 2019

PSU – Portland, OR

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

Marketing Consultant

Jan 2019 - March 2019

SolluCIO Partners – Seattle, WA

- 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

May 2018 - Sep 2018

Emerging Leaders PDX – Portland, OR

- 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

Jan 2017 – Feb 2018

Rose City Sisters – Portland, OR

- 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

- 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
- Mini Beavs Youth Cheer Coach June 2014-Oct 2014
- Potluck in the Park Nov 2018
- Oregon Humane Society: Cattery Volunteer Nov 2015 – Feb 2016
- Team Captain/Youth coach - Sunset HS Varsity April 2013 - June 2014