

# Melanie Ranes

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## SUMMARY OF QUALIFICATIONS

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- Experience in Google Ads (#1 in class competition), email drip campaigns, social media campaign planning and evaluation.
- Bachelors level training in business ethics, marketing strategy, and consumer satisfaction with a digital marketing focus.
- B2B experience through blogging, digital marketing consulting, and current employment at a nationally known nonprofit.
- Social media management platform experience through Hootsuite.

## EDUCATION

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**Bachelor of Science in Marketing**  
Portland State University, Portland OR

*Expected Graduation: June 2019*

## WORK EXPERIENCE

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**Online Marketing & Communications Associate**  
*Friends of the Children - Portland*

June 2018 - Present

### Overview

- Google Ads campaign creation, analysis and modification to improve webpage rankings on the SERP.
- Manage content and press releases for social media through Hootsuite.
- Produce email drip campaigns through MailChimp.
- Forge cross-functional relationships between teams to accomplish goals.

### Growth Metrics

- Twitter – Increased follower engagement by 337%.
- LinkedIn- Increased impressions and social engagement by 300% and 378%, respectively.
- AdWords-Increased website clicks by 478% and CTR by 194%.
- Facebook- Increased organic engagement by 394%.
- Instagram- Increased organic followers by 30%.

### Projects

- Friend Feature Friday
  - Launched online series highlighting Professional Mentors and Development Employees.
  - Created and proposed original idea to Directors, then used Hootsuite to launch project through multiple social media profiles.
- National Mentoring Month Campaign
  - Built January's Mentor Month marketing calendar.
  - Created digital assets and blog posts to evangelize the value of mentoring and the organization's mission.
- Willamette Week's Best of Portland Competition
  - Built email and social media campaign to persuade the community to nominate and vote for the organization.
  - Created digital assets to create excitement and action toward participating for community members.

**Strategy Consultant – Portland State University: The School of Business**

Jan 2019 - March 2019

- Partnered with, analyzed, and conducted research for a local small business to proposed growth recommendations.

**Marketing Consultant – SoluCIO Partners**

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 (Intern) – Emerging Leaders PDX**

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**

Jan 2017 – Feb 2018

- Co-ran social media blog to feature/promote fashion and local businesses, B2B.
- Represented Portland Style & Fashion Awards at fashion shows.

## EXTRACURRICULAR /ATHLETICS

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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

## VOLUNTEER ACTIVITIES

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- Assistant Coach - Oregon Youth May 2011 - Aug 2015
- Team Captain - Sunset Varsity June 2013 - June 2014