

# melanietso

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## WORK EXPERIENCE

### Marketing Executive, The Law Society (London, UK)

Nov 2016-Apr 2018

- Managed and implemented campaigns for various events, webinars and accreditations
  - Ran the department's first LinkedIn ad campaign for an HR Forum with A/B testing
    - Campaign had ROI of 400%; 13% of total attendees came from LinkedIn
  - Coordinated the successful launch of the new Mental Capacity Accreditation by collaborating with various internal stakeholders
    - First 4 sessions of the accreditation's prerequisite course were full (60 sign-ups totaling \$45,000) within hours of the first email blast

### Marketing Coordinator, PureLife Dental (Los Angeles)

Dec 2014-May 2016

- Promoted the eco- and health-conscious dental dealer's products and services
  - Created content/wrote copy for direct mail, emails, press releases, blog articles, social media posts, landing pages, advertising taglines and product descriptions
  - Crafted presentation decks and RFPs to expand B2B opportunities
    - Helped close a multimillion dollar partnership with a new distributor
  - Began a "superhero" marketing campaign to improve brand awareness
    - Grew customer attendance and booth sales at top convention by over 30%
  - Oversaw the website redesign for PureWay (a sister company) to optimize the user buying experience; also designed its blog page from scratch (blog.pureway.com)

### Marketing & Business Development Associate, American Institute of Implant Dentistry (AIID) (Washington, D.C.)

Jun 2013-Aug 2014

- Spearheaded strategy development and event/project management for the non-profit
  - Collaborated with 8 partner companies to market and organize co-branded courses (Porsche course on operations, Ritz-Carlton course on customer service)
  - Devised a direct marketing campaign centered around exclusivity and scarcity to attract high-end doctors to our "luxury" course
    - Generated over \$75,000 in revenue
  - Managed the creation, production and distribution of the 2014 course catalog

## EDUCATION

### Digital Marketing (Springboard)

Apr 2019-May 2019

- Capstone Project: Executing online Google Ads campaigns for a nonprofit (The Plato Society) using a \$10,000 monthly budget via Google's Online Marketing Challenge
- Ran a Facebook Ad campaign with a \$100 budget to drive e-book downloads

### UX Design (Springboard)

Feb 2019-Mar 2019

- Capstone Project: Researching, designing and testing Sebastian, a new mobile app intended to help shoppers better navigate grocery stores
  - UX Skills: Surveying, Interviewing, Heuristic Analysis, Empathy Mapping/Personas, MVP and User Stories, Sitemaps/User Flows, Wireframing, Prototyping, Usability Testing

### University of Virginia

McIntire School of Commerce

Aug 2009-May 2013

Concentrations: Marketing & Management

## SKILLS, CERTIFICATIONS & INTERESTS

- **Skills:** WordPress (WooCommerce), Mailchimp, Paid Search, Google Analytics, Paid Social, CRM, Microsoft Office, Adobe InDesign & Photoshop, HTML, A/B Testing, Google Tag Manager, Google Search Console, Optimizely, SEO, Hootsuite, UX Design, Balsamiq, InVision, QuickBooks
- **Certifications:** Google Ads Fundamentals, Google Analytics for Beginners
- **Interests:** baking/cooking, travel blogging (melaniedreaming.com), writing stories