

# Melissa Danielle Kantor

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## EDUCATION

### UNIVERSITY OF MICHIGAN

Ann Arbor, MI

College of Literature, Science and the Arts, May 2016

Bachelor of Arts (B.A.), Psychology, Program In Entrepreneurship

- Emphasis in Business, Systems, and Organizations
- Brother, Alpha Kappa Psi Professional Business Fraternity

ALEXANDER MUSS HIGH SCHOOL, Winter 2010

Hod HaSharon, Israel

## EXPERIENCE

Jan. 2015-Present

### FLOORCAST

Ann Arbor, MI

Product Manager, [www.floorcast.info](http://www.floorcast.info)

- Collaborated in the development of FloorCast, an app that uses data from the UofM library routers to calculate library occupancy by floor and region in real time. Project supported by the UofM Information & Technology Services, and the Central Student Government
- Designed and executed a marketing campaign for the launch of FloorCast during the beginning of finals week at UofM, creating print ads and promotional content for social media channels, resulting in a 226% increase in unique users in 30 days
- Planned and managed 3 multi-week development sprints for a team of 3 developers, conducting usability testing and updating the product roadmap based on user feedback

Summer 2015

### HOSTWISE

Los Angeles, CA

Marketing and Operations Analyst

- Performed QA tests for several sprints that involved testing feature adds across the customer, contractor, and admin portals on mobile and desktop platforms
- Led a new product launch, coordinating with supply distributors and updating internal teams about operational changes, generating over \$4,300 of gross revenue in 2 months

2014–2015

### WARNER MUSIC GROUP

Los Angeles, CA/Ann Arbor, MI

WEA & ADA College Marketing Representative

- Managed regional social media initiatives to increase awareness of over 60 artists by generating customized user content, increasing traffic to online WMG marketplaces
- Curated posts for *Impress Your Peers*, Warner Music Group's culture blog, informing readers on current trends and topics related to artists, to deepen and energize fan base

Summer 2014

### CALIFORNIA FILM COMMISSION

Los Angeles, CA

Assistant to Director

- Communicated to the SD Chamber of Commerce encouraging an increase in film infrastructure spending to support a 230% increase in tax credit for the CA film industry
- Updated the California Film Commission's *CinemaScout* site, a proprietary database of 4,500 locations, photographs, and film permit resources, improving the site's usability

2013–2014

### YOUTH MARKETING CONNECTION

Ann Arbor, MI

adidas Brand Ambassador, Street Team Member

- Promoted adidas 2014 March Madness clothing line, distributing adidas room accessories to 2,000 students in UofM dorms, increasing brand awareness and recognition on campus

## ADDITIONAL

- Technical skills: Python, HTML, CSS, Bootstrap, C++, R, Trello, iMovie, Canva
- Started national community relief effort Project Backpack; over 50,000 backpacks were shipped to kids displaced by Hurricane Katrina
- Assisted in creating *India Coffee Stories*, a crowdsourced book from India and the US