

MELISSA SHAH

HEADLINE Project Manager/Marketing Manager with a demonstrated history of working in various industries. Skilled in Sales, Marketing, Customer Relationship Management (CRM), Management, Account Management, and HTML. Currently learning full-stack web development from Rutgers University

SKILLS & ABILITIES Microsoft Office Suite, Constant Contact/Mail Chimp, Photoshop, Word Press
Great client service skills, phone presence, and presentation skills
Use of CRM systems (Salesforce, Quickbase, ACT, etc)
Problem-solver and research fanatic
Social Media savvy
Conversational in Spanish, Fluent in Gujarati
HTML, CSS, JavaScript, Bootstrap, React

EXPERIENCE **PROJECT MANAGER/MARKETING MANAGER, QUEST EVENTS, NORTH BERGEN, NJ**

Scenic Solution Provider - Events Industry

Jan 2015-Present

Content creation and procuring photographs for monthly newsletters sent out to clients as well as internal colleagues across the country

Updates to Facebook, LinkedIn, and Instagram to showcase new products, set designs, events, or any relevant trends/content pertaining to the events industry

Create email campaigns after events/tradeshows to retain client interest and update them about our offerings. Analyzed and tracked data in terms of responses, opens, new clients, etc

Design and created marketing collateral for events, tradeshow, meetings etc using Photoshoph and other design resources

Updates to website to add new images and events

Managed aspects of tradeshow in terms of booking logistics, sending collateral, responding to sponsorships, coordinating with vendors at show site, etc

Respond to RFP and award submissions and create PPT presentations for meetings with clients

Managed all aspects of client events from sales stage to set-up and follow up after the event to gain new relationship and get feedback to provide customer service

Attend industry events for networking purposes

Hold on and off-site meeting to present Quest Events' capabilities

SENIOR ACCOUNT MANAGER, PROPOINT GRAPHICS NY, NY

DIGITAL AGENCY

March 2006-Sept 2014

Consultative sales approach to recommend creative solutions for client projects considering client needs, budget and requirements

Maintain day to day relationships with clients, ensuring satisfaction of projects while maximizing revenue opportunities on key accounts

Coordinate with Project Management and Design team when a project is initiated to provide consistency and seamless process for client

Prioritize and manage sales pipeline

Respond to RFPs for ongoing work as well as prepare customized estimates for single project based work

First sales person to achieve \$5 million in sales in company tenure

For Showtime's award winning documentary, "Years of Living Dangerously," I pitched an interactive website to for their Digital Press Kit. Using new Adobe software, we earned the "Adobe Muse Site of the Day" which lead to an invitation for us to demonstrate our services at an Adobe Creative Cloud Launch Event and to gain an new partnership

Involved in interview process of hiring new members to our team

Assist in training of new hires from various department to show how each member of the team works together to ensure best deliverable for client

EDUCATION

RUTGERS UNIVERSITY, JESRSEY CITY, NJ NOV 2016-MAY 2017

Certification, Full Stack Web Development Program

PENNSYLVANIA STATE UNIVERSITY, UNIVERSITY PARK, PA DECEMBER 2001

BS in Marketing and International Business, Minor International Studies

Semester abroad at **Universidad de Costa Rica** (Jan 2000 semester)