

Melissa Mercado

COMMUNICATIONS STRATEGIST

CAREER OBJECTIVE

I am a recent Penn State graduate with experience in small business management and digital media marketing . I am currently seeking opportunities for a role in the telecommunications industry. A long term goal is to be in a management position that would partake in product development.

EDUCATION

The Pennsylvania State University

Bachelor of Arts
in Telecommunications

-Graduated Aug. 2019 with a GPA of 3.3

WORK EXPERIENCE

Manager

Hudson Florist | Sept. 2018 to present

- Liason between customer and business
- Managed digital campaigns for target market
- Created workshops that increased brand awareness
- Implemented marketing and promotional tactics
- Collaborated with natural dye artists and compost companies to become a more green friendly business

Brand Coordinator

Sugar & Spice Pop Up Museum | Aug. 2018 to Jan. 2019

- Created and implemented business plan to the founders budget and ne
- Designed interactive installations
- Managed social media platforms and created collaborations

Communications Leader

Bouquets & Baskets | Jan. 2016 to May 2018

- Built online presence through multiple social media platforms
- Customer relations coordinator
- Studied trends and implemented it throughout the store
- Scheduled shipments according to events and season

COMPUTER SKILLS

- Proficient in Photoshop, Lightroom and InDesign
- Wordpress
- Proficient in MS Word and Powerpoint

SKILLS

- Driven problem solver
- Strong organizational skills
- Market research
- Excels under pressure

HOW TO REACH ME:

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