



MELISSA PANIAGUA

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EXPERIENCE

Market America, Inc. | Social Media Community Manager - Bilingual | Greensboro, NC | 2013 - Present

- Manage and produce weekly content for Motives cosmetics, Lumière de Vie and Market America Mexico social media sites, including Facebook, Twitter, Google+, Pinterest and Instagram.
- Collaborate with other social media team members to develop strategies and campaigns to increase audience engagement as well as drive product sales.
- Responsible for planning, organizing and maintaining Motives Cosmetics current Instagram campaign, which brought a 77%+ increase in traffic to www.motivescosmetics.com during its first month of implementation.
- Work closely with Motives Mavens and other makeup artists around the world to help them create looks using Motives cosmetics as well as help them organize giveaways on social media with Motives products.
- Pitch and execute approximately 5 beauty-related blog posts per month for the Market America Blog.

Her Campus Online Magazine | Campus Correspondent of Her Campus UNC | Chapel Hill, NC | 2011 - 2013

- Managed a 50-person staff comprised of editors, writers, photographers, graphic designers and public relations specialists to produce weekly content online targeted at college women.
- Corresponded with Her Campus headquarters to plan content, assign stories and edit writers' drafts.
- Tracked analytics of online content and public relations efforts to increase the number of readers for our campus branch, which was consistently ranked among the top five most viewed branches in the nation.
- Managed overall budget, applied for funding from student government, organized hiring efforts each semester, and created and enforced deadlines for all aspects of online content.

ELLE Magazine | Fashion Market Intern | New York City, NY | Summer 2012

- Corresponded frequently with public relations firms and fashion houses to request and confirm fashion looks for upcoming magazine features.
- Researched retailer trends and runway shows to help develop content and maintain look boards for future fashion editorial spreads.
- Assisted senior fashion market editor Jade Frampton as needed with meeting deadlines and different administrative tasks.

Southern Weddings Magazine | Public Relations Intern | Chapel Hill, NC | Fall 2011

- Collaborated in various research projects to enhance our knowledge of Southern hospitality by reaching out to companies, sponsors and readers.
- Communicated with public relations representatives to secure ads for the website.
- Managed mailing and subscriptions through online sales and direct purchases on the website.
- Publicized events and giveaways via Twitter, Facebook and other social media sources and received a strong response from readers, with hundreds of entries for each giveaway.

OTHER CAMPUS INVOLVEMENT

- **Dress For Success**
Marketing and Communications Volunteer (2013 - present)
- **Carolina Association of Future Magazine Editors**
Vice President (2013)
Special Projects Coordinator (2011 - 2012)
- **UNC Dept. of Housing and Residential Education**
Resident Advisor (2010 - 2013)

EDUCATION

The University of North Carolina at Chapel Hill, Class of 2013
School of Journalism and Mass Communication
B.A. in Journalism and Mass Communications, Public Relations

SKILLS

General

- Experience with AP Style
- Strategic Communication
- Copywrite and Editing
- Fluent in Spanish
- HTML, CSS

Program Experience

- Adobe CC including Photoshop, Illustrator, InDesign and Muse
- Social Media: Twitter, LinkedIn, Tumblr, Facebook, Flickr, WordPress and Blogger
- StyleSight
- Google Analytics and SocialRadar
- Mac and PC proficient