

# Melissa A. Mulberry

1003 Idaho Avenue • River Falls, WI 54022 • 555-555-5555  
melissa.mulberry@my.uwrf.edu • linkedin.com/melissam

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## PROFILE

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- More than 15 years of professional experience with skills in marketing, advertising, communications, public affairs, project development, and customer service
- Self-driven, analytical team player who uses strong communication skills to reach goals and solve problems
- Effective at working under pressure, meeting challenges in a fast-paced environment, and going above and beyond established goals while adhering to deadlines

## RELEVANT EXPERIENCE

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*Marketing Manager*, Dining Services, University of Minnesota, Minneapolis, MN, 20XX-Present

- Rebranded 32 dining options (coffee cafes, convenience stores, food courts and restaurants) according to new branding standards resulting in a 43% increase in residential dining participation
- Created handouts, brochures, and appealing visual displays to promote dining options using Adobe Creative Suite
- Developed and implemented an employee recognition program to showcase quality employee service publicly
- Collaborated with 5 food service vendors to ensure accurate marketing content regarding services
- Supervised and trained 3 social media and website interns to promote daily specials and increased social media following by 14%
- Provided innovative and creative marketing suggestions to all U of M campuses and fielded questions
- Organized and facilitated focus groups with over 100 students, faculty, and community members to gather feedback
- Led Dining Services film projects to reach new audiences regarding services

*Advertising Director*, Woodbury Bulletin, Washington County, MN, 20XX-20XX

- Communicated with potential clients via phone, e-mail and in-person and increased advertisement sales by 20% in the first year
- Designed layout of advertisements to maximize viewing traffic
- Implemented new online bulletin reducing costs by 50,000 per year

*Advertising Sales Associate*, St. Paul Pioneer Press, St. Paul, MN, 20XX-20XX

- Assessed client needs and designed newspaper advertisements consistent with company branding
- Achieved and surpassed monthly goals on a regular basis, while continually increasing sales between 6-14% for clientele
- Received Sales Associate of the Month award for exceptional customer service to clients

*Session Writer*, House of Representatives Public Information Services, St. Paul, MN, 20XX-20XX

*Intern/Staff Writer*, UWRF University Communications, River Falls, WI, 20XX-20XX

*Viewpoints Editor*, UWRF Student Voice, River Falls, WI, 20XX-20XX

## EDUCATION

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### Bachelor of Science in Journalism

University of Wisconsin-River Falls (UWRF)

### Associate of Applied Science in Marketing

Century College

## TECHNICAL SKILLS

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Creative Software (Adobe Creative Suite --Photoshop, InDesign, Illustrator)

Web Content Management Systems (CMS)

Social Media (Facebook, Twitter, Pinterest, LinkedIn, Instagram)

Office Software (Microsoft Office Suite --Word, PowerPoint, Access, Excel)

## PROFESSIONAL DEVELOPMENT

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*Attendee*, Midwest Marketing Conference, Chicago, IL, March 20XX

Sessions Attended | Target Market | Assessment of Strategies | Marketing Trends in 20XX | Stimulation and Impact

*Presenter*, Minnesota Advertising Association Conference, St. Paul, MN, April 20XX

- Presented to 200 industry professionals regarding effective social media marketing strategies