


# Melissa McLaughlin

Marketing, Digital Content & Social Media Manager

- 10 years of creative marketing and design experience
- 6 years in social media management
- 15 years of customer service experience



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 New Jersey

 wileycreativeco.com

## Professional Experience

### Owner

Wiley Creative Company, Inc.

2010 - Present

- Full-service marketing, copywriting, and digital content creation & management for social media, websites, blogs, Amazon listings, campaigns, and paid online ads
- Partnership development and management with key social media influencers and feature accounts to establish effective advertising and exposure opportunities
- Helping new & existing businesses develop their brand image and marketing materials

### Social Media & Marketing Manager

Client: Natural Dog Company

Jul 2013 - Oct 2021 (8 years 4 months)

#### SOCIAL

- Social Media Content Management. Successful Follower Growth: Instagram from 88k to 728k+ | Facebook from 6k to 194k+
- Design & Execution of Social Ads, Campaigns, Contests, Giveaways, Memes, etc.
- Weekly Advertising Content & Scheduling for 50+ Feature Account Partners (Generating over \$200k yearly ROI) + New Partnership Recruiting & Management
- Influencer & Affiliate Program Management and Expansion
- Social Media Customer Service: Timely & Professional Correspondence to Comments, Questions, and Direct Messages
- User Generated Content Curation, Permissions, and Commissions

#### MARKETING

- Marketing Schedule Planning, Development, and Execution
- Creative Digital Advertising Campaign Concepts, Designs, Email Blasts, Flash Sales, Contests & Giveaways
- Product Launch Planning and Advertising: Successfully brought over 10 new products to market
- Website Design, Content, Blog Calendar, Product Listings, and Promotions
- Copywriting: Captions, Marketing Content, Product Descriptions, etc.

## Hard + Soft Skills

#### DESIGN

#### MARKETING

#### PROJECT MGMT

#### COPYWRITING

#### CONTENT MGMT

#### SOCIAL MEDIA

#### PARTNERSHIPS

#### CUSTOMER SERVICE

#### RESEARCH & DEVELOPMENT

#### PROBLEM SOLVING

#### HIGHLY ORGANIZED

#### TIME MGMT

#### SCHEDULING

#### COORDINATION

#### FAST LEARNING

#### FLEXIBILITY

#### PIVOTING

#### TEAMWORK

## Technical Skills

### Social Media

Instagram, Facebook, Twitter, Later, Hootsuite, Grin

### Design

Adobe Creative Suite, Canva, Wondershare, Wordpress

### Office

Excel, Word, Outlook, Mailchimp, Gorgias, Shipstation

## Education

### BFA Advertising Design - Art Direction

The Academy of Art University | San Francisco, CA  
Sep 2007 - Dec 2011

### AA Graphic Design

County College of Morris | Randolph, NJ  
Sep 2004 - Aug 2007

## Interests

 Animals

 Real Estate

 Yoga

 Art

 Environment

 Travel