



melissa k. crane | digital marketing

purpose

Young professional with a degree in Marketing and a Master's in Emerging Media using agency and client-side experience to further a career in a strategic marketing environment. Passionate about digital marketing, I desire to work at an advertising agency that will both challenge and help me grow within the industry.

education

**BBA Marketing,
Certificate in New Media**
2014 - 2018

Terry College of
Business,
University of Georgia
GPA 3.96

Studied International
Business and
Eco-Tourism

MA Emerging Media
2018 - 2019

Grady College of
Journalism & Mass
Communication,
University of Georgia

contact

678.823.0884

melissa.crane@uga.edu

melissakcrane.com

work experience

Account Services Intern | SCOUT Marketing | 6/18 - 8/18

- Developed new status report formatting for biweekly client calls, resulting in process efficiencies and improved communication between Accounts members and client.
- Created and analyzed brand reports to formulate insights for quarterly competitive analysis presentations.
- Supported a significant paid social campaign on multiple platforms which resulted in re-establishing a client's presence on Twitter, producing over 34K engagements, 8.6% growth on Instagram, and over 1.69M impressions.

STAINMASTER® Brand Marketing Intern | INVISTA | 5/17 - 8/17

- Brand management for the STAINMASTER® LiveWell™ flooring product launch.
- Generated, tested, and analyzed multiple stages of concepts for future product generations.
- Applied strategic long-term evaluation of current brand structure to examine health of brand and presented ideas to upper level management.
- Collaborated closely with marketing agency and production company for commercial shoot through stages of pre- to post-production and launch.

Terry OIT Student Manager | Terry College of Business | 10/15 - 6/19

- Worked with a small staff of both full-time and student employees to provide technical assistance to classrooms and offices in all Terry buildings across campus.
- Hired and manage a team of 4 student workers, directed tasks and assignments, as well as developed and oversaw training efforts.

industry involvement

VP of Marketing | Women in Business UGA | 4/16 - 5/18

- Duties include writing event descriptions, planning and executing marketing strategies, managing social media accounts and websites, and overseeing a committee of 5 members.
- Efforts contributed to an 80% increase in followers across all social media accounts, as well as a 233% increase in paid active members.

Member | American Marketing Association UGA | 9/15 - 5/18

- Connect with top Atlanta marketers while learning about industry trends.
- Actively participated on client team for a local business.

Freelance Digital Marketing Consultant | 2/16 - present

- Consult with nonprofits and small business owners on a variety of digital marketing needs, such as building and maintaining websites, social media and newsletter strategies, logo design, and SEO enhancement.