

MELISSA RICHTER

SKILLS & PROFICIENCIES

Adobe Creative Suite

(InDesign, Illustrator, Photoshop)

Content Management Systems

(WordPress, Open Cart, Orchard)

Email Marketing Platforms

(Pardot, Constant Contact, Mailchimp)

Content Creation

Web & Social Media Analytics

Search Engine Optimization

Working Programming Languages

(HTML, CSS)

Social Media Management

Brand Identity Development

Microsoft Office Suite

(Word, Excel, Powerpoint, Sharepoint)

EXPERIENCE

MARKETING & COMMUNICATIONS MANAGER

February 2019 - Present

IEC Electronics Corporation

Newark, NY

Responsible for branding, communications, and marketing initiatives for electronics manufacturing services company

Develop and execute strategy to win new customers and increase market share

Create marketing presentations for stakeholders, including customers, shareholders and board of directors

Coordinate with and manage agency partners

Collaborate with cross-functional teams to produce effective marketing and communications materials

Develop and design marketing and communications collateral, both printed and digital

Maintain corporate website and social media

Manage marketing budget of \$200k+ annually

MARKETING MANAGER

August 2015 - February 2019

Sunnking, Inc.

Brockport, NY

Responsible for all marketing initiatives for electronics recycling company

Developed and implemented marketing strategy to align with company's growth goals

Maintained online presence, including social media, email marketing, website maintenance, content creation and search engine optimization (on and off-site)

Managed marketing vendor and media relationships

Developed collateral, signage, direct mail campaigns, presentations, trade show materials, and press releases

Spokesperson for industry related events and tradeshow

ACCOUNT ASSOCIATE

December 2013 - August 2015

NEXT! Ad Agency

Rochester, NY

Account management of more than 120 small business clients across United States and Canada

Enhanced clients' online presence and improved search rankings through off site SEO methods

Managed and developed clients' online reputation

Tracked ROI of clients' current advertising campaigns and evaluated additional opportunities

Prepared client communications

Developed customer communications for clients

Solicited customer feedback through email marketing initiatives

MARKETING COORDINATOR

September 2012 - May 2013

Rochester Institute of Technology

Rochester, NY

Internet marketing and recruitment for E. Philip Saunders College of Business

Managed college's social media presence

Developed strategies to improve engagement of prospective, current and former students

Prepared client communications

Created and updated marketing materials

Developed content for website

Managed relationships with printing vendors

SOCIAL MEDIA COORDINATOR

September 2012 - January 2013

Just Press Play

Rochester, NY

WEB DEVELOPMENT CO-OP

May 2011 - August 2011

Idea Connection Systems

Rochester, NY

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

E. Philip Saunders College of Business, Rochester, NY

B.S. in Business Administration: New Media Marketing | February 2013

Beta Gamma Sigma, Spring 2012 GPA: 4.0

Deans List: [All Possible] Fall 2010, Winter 2010, Spring 2011, Fall 2011, Winter 2011

MONROE COMMUNITY COLLEGE

College of Arts and Humanities, Rochester, NY

A.A.S. in Visual Communication Technology | July 2010

Phi Theta Kappa Honor Society, Fall 2009 GPA: 3.883

Deans List: [All Possible] Fall 2008, Spring 2009, Spring 2010

CONTACT

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